

The American

BAKER

PUBLISHED FOR THE BAKERS OF AMERICA



...Associated with...
The NORTHWESTERN
MILLER

SEPTEMBER

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1951

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Meet Your Profit Partner!



Meet Mr. I, the International man, and put your shop into the profit picture.

Mr. I is here to serve you. Like every International representative, Mr. I is vitally concerned with your success because when he can help you he helps himself. Mr. I's future depends in large measure on the success of the American baking industry.

Mr. I is a helpful little fellow, jam packed full of ideas that can help build sales and profit for you. You'll be hearing and seeing a lot about Mr. I. But why not meet him personally . . . soon. Mr. I is as close as the nearest telephone. Just ask for your International representative.



International

MILLING COMPANY

GENERAL OFFICES: MINNEAPOLIS 1, MINNESOTA



PROFIT PROMOTERS

Quality products and low cost production methods are not enough when it comes to meeting competition in today's market. Let Mr. I show you how you can skyrocket sales on your biggest profit items, build good will, convert "occasionals" into regular customers.



PRODUCTION WONDER WORKER

International's full line of "Bakery-Proved" Flours are especially designed for every one of your shop requirements. Designed to eliminate wasted ingredients, overtime and costly delays through absolutely uniform, dependable production results.

DOUBLE TROUBLE SHOOTERS

Mr. I will help you lick production problems. In vast research laboratories and practical bakeries, Mr. I is constantly at work on new methods to enable you to produce better products more efficiently . . . at a bigger profit.



FOR UNIFORM, DEPENDABLE BAKING, THERE'S NO SUBSTITUTE FOR INTERNATIONAL'S FULL LINE OF "BAKERY-PROVED" FLOURS.



please **HER**
and you sell
HIM

Fulton
BLEACHED CAMBRIC
BAGS

YOUR BRAND STANDS OUT

White Cambric! Always a top favorite with women who sew with Cotton Bags. For blouses, for aprons, for undies, and for print dress trim—there's 101 reuses waiting for every Fulton White Cambric Bag.

The man who buys the feed knows he can't go wrong in selecting this all purpose quality bag for it's sure to please. It is popular with dealers, and makes a stand-out package for your brand either with bar-d-label, or printed in water soluble inks. Plan now to include Fulton White Cambric liberally in your next order for Cotton Bags.

FULTON BAGS FOR SEWING!

Fulton Fulprint Cotton Bags offer you a wide variety of colorful designs that have sewing appeal to women. Fulton Toweling Bags attract thrift-wise women who never fail to look for bargains.

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Fulprint
SPOT LABEL BAGS

Fulton
BLEACHED TOWELING

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Good Bread Starts with
UNIFORM FLOUR *of High Quality*



*every sack - every car -
 uniform in quality*

*quality flour
 since 1843*

*your satisfaction
 guaranteed!*

*milled by "Standard"
 from tested wheat*



STANDARD MILLING
 COMPANY
BAKERY FLOURS

GENERAL OFFICES:
 CHICAGO 6, ILLINOIS



SERVICE DIRECT from the Beardstown Mills means that you receive prompt, personal attention from top-level management in this organization. No "chain-of-command" delays . . . your purchases are confirmed immediately . . . your shipments speeded.

The flour needs of the commercial baker receive first consideration at the Beardstown Mills. By specializing, we are able to do a better job for the baker on quality flours of all types.

Before milling, wheat is sampled, test-milled and baked in our experimental laboratory. These rigid inspections insure tested quality . . . your safeguard for top baking performance.



"The Beardstown Mills"

BEARDSTOWN,

ILLINOIS

Quality Flours Since 1875

**105 YEARS OF MILLING EXPERIENCE
PLUS MODERN LABORATORY CONTROL
ASSURES THE BAKER EXCELLENT RESULTS WITH:**



HUMMER—Spring Hi-Gluten
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SPECIAL—Extra Strong Spring Patent
STRONG BAKERS—First Spring Clear
CAKE and PASTRY FLOURS
RYE—White - Medium - Dark

GEORGE URBAN MILLING CO. BUFFALO N. Y.

The American Baker

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The Northwestern Miller • Feedstuffs • Milling Production

NO. 2 OF A SERIES
ON HOW TO
**Stretch a MULTIWALL
Paper Bag**



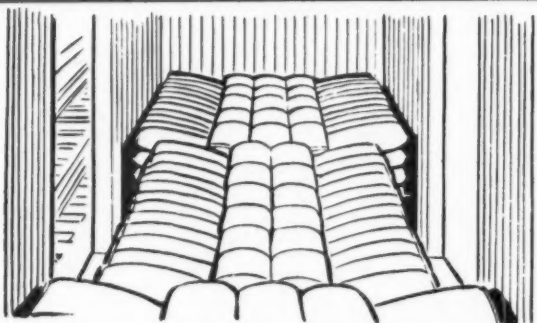
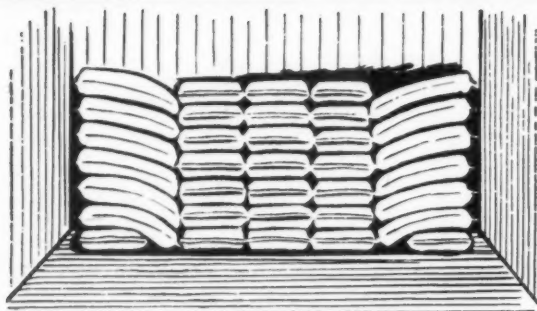
Kraft paper supplies are short. So it is important for you to get the best use from your multiwalls. Here is one way to stretch them . . .

PROPER CAR LOADING

PREPARATION IS IMPORTANT

Cars should be clean, dry, and free from protruding nails or other projections. Remove all dirt, dust, rocks and grit from floor and walls. Remove loose nails and cover loose bolts with cardboard or several thicknesses of car liner. (Picture shows how to use straight-edge board to locate protruding nails, etc.)

Cover floor with good grade of car liner and put at least three thicknesses on door edges. Line walls, too, if they are in bad condition. Use asphalt-laminated paper to seal door cracks against dirt, rain, snow and cinders.



FOLLOW THESE LOADING RULES:

- 1 The car should be loaded so that the filled bags will not come in contact with side doors.
 - a. Use a good grade of dunnage in the doorway or steel strapping covered with corrugated board.
 - b. Follow proper loading patterns. (See illustrations.)
 - c. Use retaining strips of special Scotch tape applied across the load, or steel retaining straps covered by one thickness of corrugated board.
- 2 Bags should be loaded tightly, solidly and flat, to minimize shifting in transit.
- 3 Balance the load so there will not be more weight on one end or side than on the other end or side.

There are, in general, three different methods of loading—crosswise, brickwall and lengthwise. The crosswise method is generally considered to be the most acceptable.

Loading in car doorways should be done in such a manner that this part of the load acts as a keystone between the loads in the ends of the car. (See illustration.)

Want the Whole Story?

Ask your Bemis Man for free, illustrated copy of Bemis Multiwall Packaging Guide. It deals with Storage, Filling and Closing, Handling, Palletizing and other important subjects.

Maybe Cotton Bags are Your Answer . . . if you can't get all of the multiwalls you need. Cotton bags are available . . . and Bemis is the leading cotton bag source.

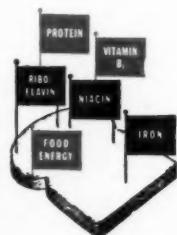
Bemis



St. Louis 2, Missouri



What's in a Name...



What makes a brand-name famous? Only quality . . . the faithful kind of quality that the customer can rely on, quality that never varies. That's why the name—KELLY'S FAMOUS—for this flour prized by hundreds of discriminating bakers. You'll like it, too.

Milled exclusively from scientifically selected varieties of finest hard wheat under constant Laboratory Control.

The WILLIAM KELLY MILLING COMPANY
HUTCHINSON, KANSAS

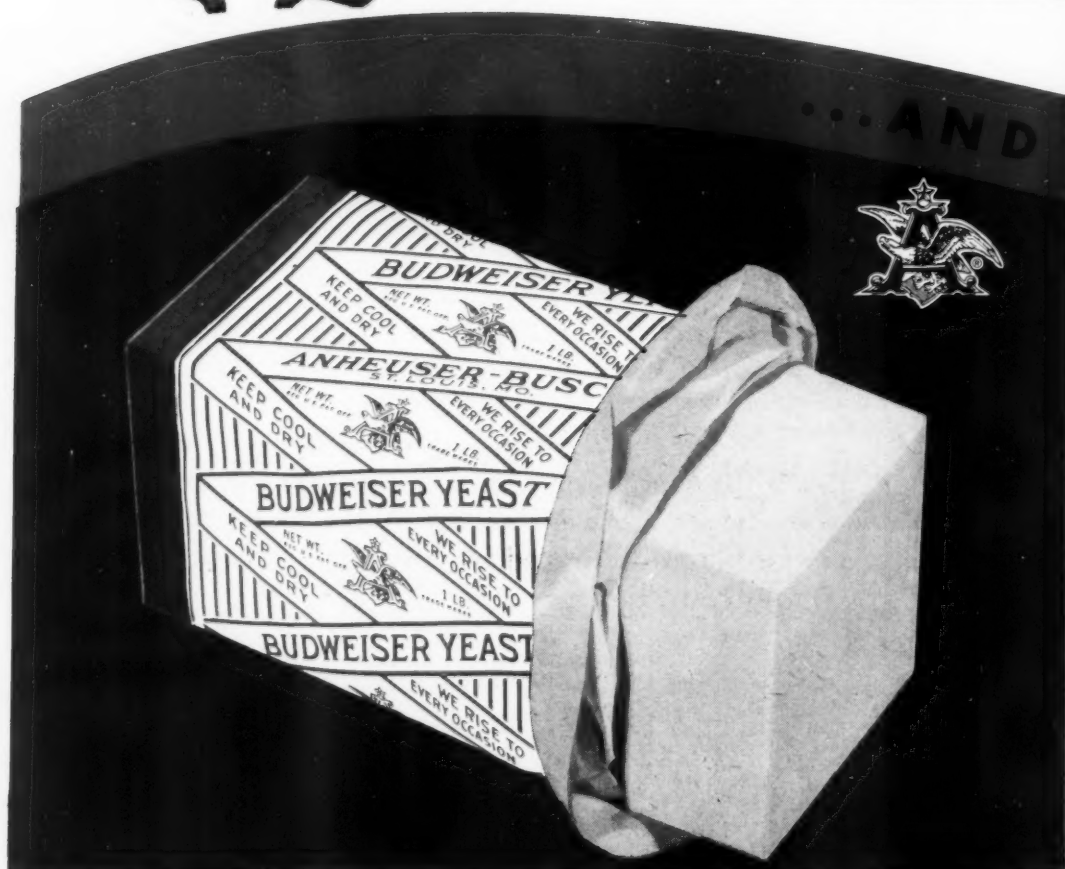
Capacity 5,000 Sacks

Grain Storage 1,000,000 Bus.



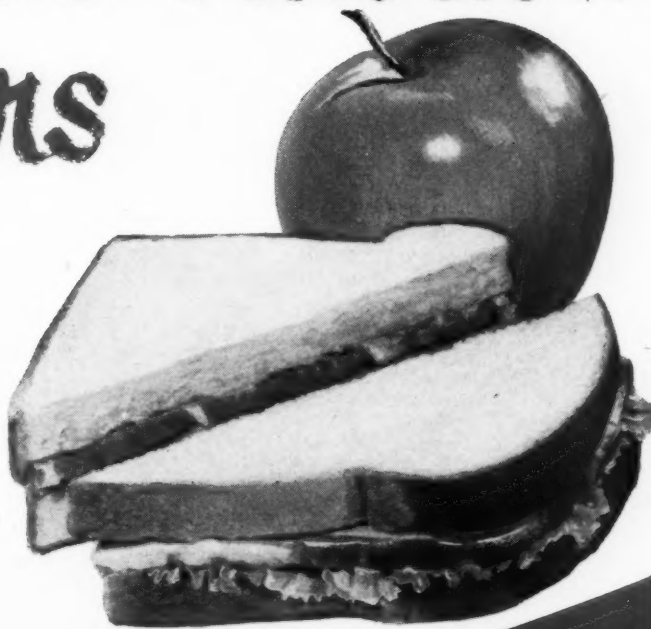
Bread bright

Now's the time to remind mothers that good baker's bread is important at lunch-time and for after-school snacks. This headline and the illustrations of the schoolboy and sandwich are featured in the **BAKERS OF AMERICA PROGRAM** full-color ad to



helps make scholars as dollars

appear in the September 11 issue of Look Magazine and the September 15 Saturday Evening Post. Anheuser-Busch congratulates the **BAKERS OF AMERICA PROGRAM** on its powerful advertising series, helping the sale of good bakers' bread everywhere.



SPEAKING OF DOLLARS



The powerful combination of good promotion and good bread shows up in the baker's cash register. Use of finest quality, dependable ingredients, like Anheuser-Busch **BUDWEISER Bakers' Yeast**, helps insure that your bread is good bread ...and uniform bread, the kind customers expect each time they buy it.



Member

Bakery Products Department

ANHEUSER-BUSCH, INC.

ST. LOUIS, MO.





BILL STERN TELLS ANOTHER SPORTS STORY

*champ by
chance...*



Walter J. Travis became a golfer not for the sport of the game, but strictly for his health. His doctors had advised him to get out into the open and exercise to save himself from the life of an invalid. Reluctantly, he became a golf player and stubbornly refused to waste his time on a single lesson, yet only six months after swinging his first club, he won a tournament.

When he was forty years old, he found himself in England, entered to play in the 1904 British Amateur . . . prize of the best golfers in the world. At that time England and Scotland ruled the golf world with an iron hand. But Travis shocked all England and the sports world when he won the coveted title and became the first American golfer in history to win the British Amateur Championship! He became one of the greatest in the game, for among other

surprising feats, he won the U. S. Amateur Golf Championship—not once but three times!

Yes, the chance that made Walter Travis take up golf also made him a champion! Wise bakers, however, don't rely on chance to turn out customer-winning baked goods . . . they back up their own skill with quality ingredients. That's why it will pay you in sales and profit to use a Commander-Larabee flour in your shop. You take no chances on seasonal variations in fermentation and mixing time . . . every bag gives you the same scientifically controlled performance without costly changes in production timing. You can be *sure* of uniform, high-volume loaves every time . . . products that will bring old customers back and add new buyers every day. Put the Commander-Larabee flour of your choice on your flour order—see for yourself the difference it can make!



WHEN PERFORMANCE COUNTS . . .

Commander-Larabee Milling Co.

GENERAL OFFICES: MINNEAPOLIS • 2 • MINNESOTA

Editorial . . .

The Cockeyed Senate Report

(See Story on Page 12)

AS was to have been expected, the wildly erroneous and misleading Senate agriculture committee report on farm products utilization and price spreads has been seized upon by nutritional crackpots and adopted as the basis for editorial windjamming even by some of the soberest of newspaper commentators.

Indicative of how far off the beam of its directive and purpose the Senate committee went in its study and report is this paragraph from the Denver Post, whose editor seems to think the meat of the investigation lies not so much in the price of bread as in how it is made:

"The Senate agriculture committee criticizes the way American bakers make bread. It says they have taken fat, vitamins and natural minerals out and substituted chemicals to keep the loaf soft and give it 'sales appeal.' And so, the committee charges, the processor benefits at the expense of the consumer's health and pocket-book."

"It was comforting, even flattering," writes a bread crank columnist in the Cleveland Plain Dealer, "to read that the Senate agriculture committee said exactly the same things I did last year about commercially-baked bread, which is carefully sliced and wrapped but feels spongy

and tastes like blotting paper."

Both of these commentators drive home their conclusions about the low condition of our daily loaf by noting what appears to be a catastrophic thumbs-down by the consumer. They credit the committee with a statement that "the annual per capita bread consumption in the U.S. has dropped from 713 lb. 20 years ago to 140 lb. now." There are plenty of dizzy statements in the committee report, but not that one. The committee's figure for "bread consumption" 20 years ago was 173 lb., not 713. The 173 would be acceptable if it were to be made in reference to flour instead of bread, and would be fairly representative of the rate of decline in flour products consumption.

The statistical mistake of the commentators is of no great importance, of course. It could be dismissed as simply a silly typographical error if it were not for the fact that the twisted figure (731) was common to more than one printed reference. This invites the suspicion that some crackpot promoter of a grouch against bakers and baking and all things connected with the Staff of Life as it is has been sending around a "news release" bearing evidence not merely of the propagandist's evil intent to mislead but of a probably accidental slip of the typist's fingers.

Picking Up the Live Ball

(See News Story on Page 11)

ALTHOUGH the milling and baking industries may have seemed to be rather deliberate in picking up the ball of opportunity afforded by the Leverton study and running it toward the goal line, enough has been done to indicate that many of the industry leaders will contribute their full share and more of the teamwork needed for making the most of the best break for bread that has occurred in recent Staff of Life history. It would be an agreeable task to name here the companies and individuals who are outstanding in this promotional enterprise and to deal with the ingenious and vigorous ways in which the opportunity is being developed, but that must be left to the news columns. From one of the companies, which will figure prominently in the news accounts, comes a letter containing an editorial statement so understanding and persuasive as to compel quotation:

Next Month . . .

● **HONEY** and its use in bread production is the topic of an article that will appear in the October issue of *The American Baker*. Written by Loren B. Smith and John A. Johnson, Kansas Agricultural Experiment Station, the article deals with such topics as effect of honey on crumb firmness, consumer acceptance of bread made with honey, toasting quality of bread made with honey and use of honey in soft roll production. National Honey Week, Oct. 22-27, adds to the timeliness of this feature.

● **DOUGHNUTS AND FRIED PRODUCTS** have grown in consumer acceptance and popularity, with extensive sales and merchandising campaigns behind them. A. J. Vander Voort, technical editor of *The American Baker*, points out in his October formula feature. He advises bakers to take advantage of October Doughnut Month.

"The Dr. Ruth M. Leverton study, 'Common Sense Weight Reduction,' is the most powerful, effective promotion yet given to the milling industry to put bread back on tables the nation over. The 'Common Sense Weight Reduction' promotion says bread is not fattening and proves it in a most positive and concrete way—by a reducing diet which includes enriched white bread at every meal.

"Bread has too long been a target for every malicious crank and food faddist. Generally speaking, members of the milling and baking industry have always been pretty vociferous in denouncing critics in their own trade journals and in their own association and trade meetings, but unfortunately bakers and millers never have seemed to take the time or the effort to put the true story before the American public—the people who actually buy our product—bread. The Leverton promotion affords an effective and positive weapon to use in winning back lost bread business."

This milling company has sent a letter to every employee urging that he or she contact ten acquaintances, carrying to them the fact that bread is an essential and nutritious part of everyone's diet. In addition, it has contacted every milling organization in the industry and has urged them to follow its example. It seems entirely probable, as the company's spokesman suggests, that this procedure, if extended to the baking industry, would result in a personal contact involving more than 13 million people.

The promotional work initiated by the Bakers of America Program and Wheat Flour Institute has done well up to this point. A southern baker currently has re-ordered Common Sense Weight Reduction leaflets for a third time, bringing its total usage to 115,000 copies. Orders have reached the grand total of a million and a half. But all that has been done to date is merely a beginning. The work must go on. It should be sustained and accelerated. A point has been reached in the promotion when there is danger of relaxation. The initial effort demands further effort if the promising harvest of success is to be reaped.



ABA CONVENTION: The 51st annual convention of the American Bakers Assn., set for Chicago's Hotel Sherman Oct. 13-17, will place its emphasis on the multitude of problems facing the baking



industry today. In addition to those "normal" crises affecting every industry, the baking industry will study the building of consumption, attacks by "bread faddists," and the streamlining of production and distribution. **Details on page 10**

NEW CROP FLOURS: Aside from adjusting absorption, the 1951 hard winter wheat crop will handle very much the same as that of last year, and bakers should be able to change over to the new flour with a minimum of difficulty, the Southwestern Cereal Chemists Crop Reporting Committee reported in its final winter wheat report of the season. Indications are that better loaf volume, crumb and texture will be obtained than with straight old wheat mixtures. **Details on page 10**

HEARING DEMANDED: The Millers National Federation has requested a hearing before the Senate Committee on Agriculture and Forestry in order to refute charges made by the committee against the baking and milling industry. Herman Fakler, vice president of MNF, declared in a letter to the committee chairman that the baking and milling industries had been unjustly accused, and that "in violation of all the traditions of fairness, these accusations were made without hearing." Sen. Allen Ellender, committee chairman, offered the industries a chance to place a rebuttal in the Congressional Record. **Details on page 12**

JOINT CAMPAIGN: The joint campaign of the Bakers of America Program and the Wheat Flour Institute to convince the American consumer that bread is not fattening is hitting its stride, officials of both promotion campaigns say. Almost two million of the "Common Sense Weight Reducing" leaflets have been distributed. Further development of the plan is called a must by industry executives. **Details on page 11**

FLOUR MARKET: Firmness of wheat prices through the spring wheat harvest season further emphasized the basic stability of the market for wheat and flour, according to George L. Gates, market editor of *The American Baker*. The loan program is chiefly responsible for this situation, although some possible developments in connection with this program could diminish its influence. **Details on page 14**

(Additional Spotlight Comment on page 64)

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Concentration on Current Problems to Feature ABA Convention Program

CHICAGO—The 51st annual convention of the American Bakers Assn., set for the Hotel Sherman here Oct. 13-17, will place its emphasis on the multitude of problems facing the baking industry today. In addition to those "normal" crises affecting every industry today, the baking industry will study the building of consumption, attacks by "food faddists," and the streamlining of production and distribution.

For the second year, ABA will feature a program by and for the young executives of the industry.

The recently outlined basic program will devote Oct. 13 to the wholesale cake branch session; Oct. 14 to the meeting of the ABA executive committee, the board of governors luncheon meeting, and the national affairs committee meeting. It will be retail bakers' day, climaxing with the president's reception in the evening.

The general session will be held Oct. 15, followed by the American Institute of Baking meeting and the annual banquet.

Tuesday, Oct. 16, the Allied Trades of the Baking Industry will hold a breakfast. Branch sessions scheduled for this date include wholesale bread, house-to-house, wholesale pie and multiple-unit-retail.

The final day of the convention will feature a message from the American Society of Bakery Engineers, and the young executives' session. Adjournment will be at noon, followed by the board of governors and executive committee meetings.

The featured speaker at the annual meeting of the American Institute of Baking will be Charles W. Crawford, U.S. Commissioner of Foods and Drugs.

Mr. Crawford has worked closely with the baking industry ever since he began his government career 34 years ago as a food chemist on the staff of the Bureau of Chemistry in Washington. He had an important role in drafting regulatory measures and standards for the industry. During the past few years, one of his main objectives has been the proposed standards of identity for breads and rolls.

He served as assistant commissioner of the Food and Drug Administration from 1942 until 1944, when



he became deputy commissioner. He was elevated to the post of commissioner May 31, succeeding Dr. Paul B. Dunbar.

The status of the proposed federal standards for bread will be a major topic for discussion at the wholesale bread branch meeting during the annual ABA convention, according to the branch chairman, Arthur K. Jordan, president of the Jordan Baking Co., Tacoma, Wash.

The wholesale bread meeting will start at 1 p.m. Oct. 16 in the Louis XVI Room of the Hotel Sherman, Chicago. The meeting will be restricted to bakers only, Mr. Jordan said.

An authority in the field of advertising and marketing, Sidney R. Bernstein, editor of Advertising Age, will be the featured speaker at the bread sessions. A native Chicagoan, Mr. Bernstein has been with Advertising Age since its inception in 1930. He became managing editor in 1932 and editor in 1938.

The author of "A Check List for the Introduction of New Products" which was published by the U.S. Department of Commerce, Mr. Bernstein was a lecturer on advertising at the University of Chicago for two years.

He has served as director of the American Marketing Assn. and of its marketing statistics committee, as well as president of the association's Chicago chapter. For many years, he was an honorary director of the International Affiliation of Sales and Advertising Clubs.

Detailed information will be given at the meeting regarding the bread standards. If the standards have been promulgated officially by the time the

convention opens, an analysis will be made showing effects on various types of bread. If the standards have not been announced, latest information available will be reported.

The importance of complete cooperation with government inspectors during and after their call will be discussed by Dr. Edward L. Holmes, head of the American Institute of Baking's sanitation department.

Louis E. Caster, Keig-Stevens Baking Co., Rockford, Ill., president of the American Institute of Baking, will review the promotional campaign built around the 10th anniversary of the enrichment of white bread, emphasizing the importance of continued expansion of the enrichment program in the future.

Carl E. Rogers, director of marketing for the Waxed Paper Institute, will give a talk on packaging developments.

Arrangements are being made with Frank Matheson, manager of the Polk Bottling division of the Coca-Cola Co., Chicago, for a series of motion pictures on sales training and salesmanship.

Charles A. Barnes, Bakers Helper, New York, will discuss new bakery machinery. Mr. Jordan will discuss new problems in production and distribution in the baking industry.

Searing W. East and Joseph M. Creed, ABA counsels, are scheduled to be present for a question and answer session on government regulations.

FRANTZ APPOINTMENTS

PITTSBURGH—Charlton C. Frantz, president of Frantz Industries, has

announced the appointment of Charles W. Hayes, present general manager of Frantz Home Bakers, Inc., East Liverpool, Ohio, to the new position of sales promotion manager of the Frantz Co., in charge of promoting sales of Frantz special bread. Paul Standley, former sales manager, became acting general manager of Frantz Home Bakers, Inc., East Liverpool, Ohio, effective Sept. 1.

MILPRINT ADDS SALES OFFICE

DES MOINES—Milprint, Inc., has opened a new sales office here. Walter Hullinger, who has represented Milprint in Iowa and lower Minnesota for the past four years, will head the new office, located at 1201 Paramount Bldg.

Six Appointed to Serve Miller, Baker Group

CHICAGO—Six new members have been appointed to serve on the Baker-Miller Committee, a joint committee representing the American Bakers Assn. and the Millers National Federation.

The new appointees to the bakers division of the committee are: G. E. Larsen, Ward Baking Co., New York; Fred W. Pfizenmayer, Continental Baking Co., New York; Curtiss H. Scott, Grocers Baking Co., Louisville, Ky.; J. Roy Smith, Smith's Bakery, Mobile, Ala., and C. F. Stroehmann, Stroehmann Bros. Co., Williamsport, Pa. Other members include: Chairman, Fred L. Cobb, Cobb's Sunlit Bakery, Inc., Green Bay, Wis.; Carl R. Bergquist, Zinsmaster Baking Co., Minneapolis, Minn., and L. E. Caster, Keig-Stevens Baking Co., Rockford, Ill.

The new member of the millers division is W. H. Bowman, Acme-Evans Co., Indianapolis, Ind. He will serve on the committee with Chairman G. Cullen Thomas, General Mills, Inc., Minneapolis; J. C. Beaven, Standard Milling Co., Chicago; Henry C. Cate, Flour Mills of America, Inc., Kansas City, Mo.; Fred W. Lake, Colorado Milling & Elevator Co., Denver, and Charles Ritz, International Milling Co., Minneapolis.

OPS REMOVES CONTROLS ON HOLIDAY FRUIT CAKE

WASHINGTON — Temporary exemption of holiday fruit cake from price control, pending issuance of a specific ceiling price regulation covering bakery products, has been granted by the Office of Price Stabilization.

The exemption is granted by Amendment 18 to the General Ceiling Price Regulation, effective Sept. 5, 1951.

"Holiday fruit cake" is defined as cake containing at least 50% fruits and nuts and is packaged in a distinctive container which indicates that the cake is expressly prepared for sale during the Thanksgiving and Christmas season.

The exemption does not apply to "year 'round fruit cake" which contains less than 50% fruits and nuts and to other cake products which are considered parts of the regular bakery line. These products remain under GPCR.

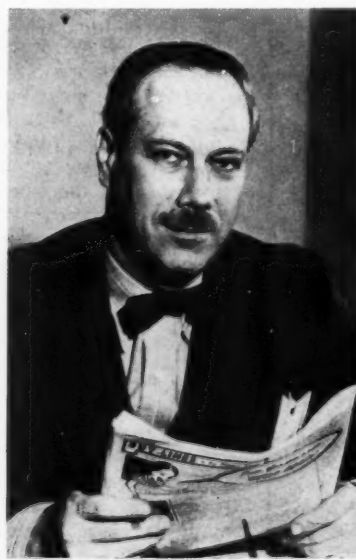
The OPS said ingredients from which "holiday fruit cake" is made



C. W. Crawford



Arthur K. Jordan



S. R. Bernstein

are purchased six to eight months before baking. Consequently, GCPR froze holiday fruit cake prices at a level which did not reflect additional costs of these ingredients since early 1950. Under these circumstances, it was decided to exempt holiday fruit cake from GCPR pending issuance of a tailored bakery regulation. Preparation of this regulation is now under way, but its issuance will not take place in time to cover this season's sales of holiday fruit cake, the agency stated.

It was pointed out that holiday fruit cake is a relatively high priced item, with comparatively limited sale and with little effect on the cost of living. Exemption, OPS said, will result in slightly higher prices to consumers to cover higher costs of production.

—BREAD IS THE STAFF OF LIFE—

Cooperation Urged in OPS Study of Bakery Costs

CHICAGO—The Associated Retail Bakers of America has issued a statement urging full cooperation by any retail bakers who may be asked by the Office of Price Stabilization to supply statistical information needed by OPS in considering a special ceiling price regulation for the baking industry.

OPS is planning to send accountants to a representative "sample" of retail and other bakeries to obtain information on prices and costs which will be considered in connection with the recommendation of the Baking Industry Advisory Committee that OPS issue a special ceiling price regulation more suited to the industry than the present General Ceiling Price Regulation.

ARBA's statement said that prompt and full cooperation with the OPS survey will help to prevent unnecessary further delay on the industry's request for a suitable regulation to relieve hardships and inequities under present price ceilings.

Chemists Report New Crop Flours "Much the Same as Last Year's"

KANSAS CITY—In its final report on the characteristics of the 1951 hard winter wheat crop, the Southwest Cereal Chemists Crop Reporting Committee summarized its studies by the statement that "aside from adjusting absorption, the 1951 crop will handle very much the same as last year's and bakers should be able to change over to new flour with the very minimum of difficulty."

The final report issued by Chairman Ralph B. Potts of the committee was as follows:

"In summarizing the 1951 wheat crop, we have to take into consideration the moisture, in the form of floods, rain, hail, etc., which had more effect on the crop than all the other factors combined, such as variety, yield, test weight, protein and ash. In Kansas alone we saw a decline in the crop estimates from an original of 170 million bushels to a final of 126 million bushels by the time harvest was ended.

"The crop movement was constantly retarded by rains, later the floods blocked transportation of the wheat

"Fattening Phobia" Campaign Hits Stride

Nearly Two Million Weight Reduction Leaflets Distributed; Mississippi Firm Gets Results

(See Editorial on Page 9)

CHICAGO — "Nothing succeeds like success."

That old chestnut partly explains the terrific impact of the Joint Wheat Flour Institute and Bakers of America Program campaign against the "bread is fattening" phobia, sponsoring officials of the movement believe.

"Here's the way it works," says Howard H. Lampman, executive director of the Wheat Flour Institute, Chicago. "One baker orders a big batch of the 'Common Sense Weight Reduction' leaflets and gets good results. Some one else hears about it and decides to give it a try. Thus the thing snowballs."

The way the program has gripped the imagination of bakers and millers alike is illustrated by the number of the leaflets on order. At the end of

the week ending Aug. 25, almost 2 million of the pieces had been distributed to bakers and millers, who in turn parceled them out to bread consumers. On Aug. 25 one southern baker ordered ¼ million of the leaflets. The first printing of the leaflets is nearly exhausted.

A few bakers and millers have been moderately reluctant to take hold of the program and do something with it, mentioning that it had a little too much "medical" slant to it. Others say the whole campaign might tend to make consumers more diet conscious than they are already.

Diet Conscious

However, sponsoring officials say the number of diets circulated shows that almost everyone is conscious of dieting. One observer said that in the course of a year, he thought that al-

most every person in the U.S. gave some thought to his figure, and perhaps gave some effort to improving it, usually by dieting.

Another illustration of the awareness of people of dieting is the tremendous success enjoyed by Elmer Wheeler with his "The Fat Boy's Diet," a book telling his experiences on a dieting regime. Many newspapers ran his book as a serial, and most newspapers distributed far beyond their daily circulation the number of "Calory Charts," little cards giving the calory content of various foods. The Kansas City (Mo.) Star was one such newspaper.

This experience would tend to explode as fallacious the belief held by some persons in the baking industry that dieting is confined to the upper income brackets who don't eat much bread anyway. It is believed that the fear of getting fat is found at all social levels.

Most millers and bakers, however, do not have any truck with the negative attitude, and have grasped onto the anti-fattening phobia campaign as a means to increase sales and help their industry.

One such baker is Hardin's Bakeries, with Mississippi plants at Meridian, Jackson, Columbus and Tupelo.

"We were impressed with the plan of the Common Sense Weight Reduction Program as presented by the ABA and the WFI and the proof available for bakers to show that bread is not fattening," says Phillip Hardin, president of the organization.

Well Prepared Plan

"For some time this problem of people thinking that bread is fattening has concerned me a great deal. This new Common Sense Plan is one of the best ways that has been brought to my attention, and is well prepared. Naturally, we did not expect this program to overcome in a few weeks an idea that has been built up in people's minds over a period of years. But, we have carried through on the program at all four of our plants with a complete advertising program, and we are pleased with the results to date. There was great interest among grocers and consumers and we feel that the door has been opened for bakers to get back some of the business they have lost over the years because people think bread is fattening."

Robert D. Carney, general sales manager for Hardin's Bakeries, planned and coordinated the advertising program for the company. At each plant the following steps were taken:

1. A meeting of all salesmen, outlining the program and what Hardin's Bakeries intended to do about it, was held, and it included a complete discussion of advertising plans.

2. Salesmen were furnished with 11" x 14" placards which had a pocket and held several of the diet leaflets. These placards said "Take One and See for Yourself—enjoy Hardin's Bread Every Meal." Salesmen were furnished a supply of folders and instructed to keep all grocers supplied.

3. Newspaper ads furnished by the ABA and adapted to the firm's loaf of bread were used as well as two smaller ads, using coupons to mail for free copies of the folders.

4. Radio copy was prepared and

Milling Firm's Letter May Give Baked Foods a Nationwide Boost

MINNEAPOLIS—A plan by which the nation's 329,000 baking industry employees can be used to spread the news that bread is not fattening has been developed by the International Milling Co. here.

Company executives recently pointed out that the Dr. Ruth M. Leverton study and the "Common Sense Weight Reduction" leaflet is the most powerful, effective promotion yet given the baking and milling industries to "put bread back on tables the nation over."

"Bread has too long been a target for every malicious crank and food faddist," it was said. "Unfortunately bakers and millers never have seemed to take the time nor the effort to take the true story before the American public—the people that actually buy bread."

The campaign is intended to furnish every baking and milling company employee with the ammunition to combat the "bread is fattening" idea on his own front, mushrooming consumer acceptance of baked foods by telling his neighbors of bread's advantages as a three-times-a-day food.

International has sent every baker a copy of its letter to employees, with a letter by Charles Ritz, president of the company, explaining the method and enabling the baker to "fight back effectively against the prejudice and slander which has been aimed at white bread."

It is suggested that 10 weight reduction leaflets, which may be ordered from the company in addition

(Continued on page 71)

encountered and even lower test weights showed up for an average of approximately 57.0 lb. for the northern third of Kansas. Nebraska shows average test weights of around 54-56 lb. in eastern and central portions and 57 to 59 lb. in western third of the state.

"Protein content of this crop has likewise showed a gradual decline as the harvest moved northward, with a possible exception of some areas in southwestern Kansas that did not get as much rainfall damage as the area farther east. Texas and Oklahoma wheats ranged from 13 to 14.2% protein, for an average of possibly 13.50. As the southern edge of Kansas was reached protein average dropped to 12.25 to 12.50 for a drop of at least ½% over the corresponding area last year. As the harvest approached the Nebraska line the protein level dipped still lower to 11.8-12% in the eastern part and 12-12.8 in the central areas, with 13-13.5% in the western panhandle. So it looks to the committee that the protein average in bakers

(Continued on page 15)

(Continued on page 71)

Industries Ask Rebuttal Opportunity

SEN. ELLENDER INVITES USE OF CONGRESSIONAL RECORD

Milling Industry Protest Draws Rebuke for Members of Gillette Subcommittee Staff—Reopening of Hearings Doubtful

WASHINGTON—Following a vigorous protest by the Millers National Federation scoring the inaccuracies of the report issued a month ago by the Senate Committee on Agriculture and Forestry, the millers' association was offered an opportunity to place its statement in the Congressional Record.

The report has stirred up considerable controversy since its release a month ago. Reported in news stories in *The American Baker* for August the committee's report is examined editorially on page 9 of this issue.

The federation, acting on behalf of the milling and baking industries, had asked for a rebuttal opportunity, to include the reopening of hearings in order to give the allied industries a chance to offer testimony in their own behalf.

"Your committee has unjustly accused a reputable industry," Herman Fakler, vice president of the MNF, said in a letter to Sen. Allen J. Ellender (D., La.), chairman of the committee.

"In violation of all the traditions of fairness, these accusations were made without hearing. The damage has been done and to a large extent is irreparable. But at least some portion of the harm could be repaired if your committee would afford members of the industry a hearing at which they can publicly refute the charges and accusations and bring the facts to your committee, to the U.S. Senate, and to the public. On behalf of the industry, we request such a hearing."

Sen. George D. Aiken (R., Vt.) said that he had received a copy of the MNF protest and was agreeable to a reopening of hearings on the subject, but he said that if hearings were resumed he believed that representatives of the Food and Drug Administration should be invited to testify.

During the earlier hearings conducted by Sen. Guy Gillette (D., Iowa), the FDA officials were not asked to testify, although the subcommittee at that time went into the subject of emulsifiers and chemicals in bread and flour.

The full text of the federation letter follows:

Honorable Allen J. Ellender, Sr.,
Chairman, Aug. 30, 1951
Committee on Agriculture and Forestry,
United States Senate,
Dear Mr. Chairman:

The wheat flour millers of the U.S. most emphatically protest Senate Report No. 604, issued by your committee Aug. 1, 1951. This document has not only done injustice and injury to our industry but will result in a great injury to the public. It is replete with false and misleading statements. Having been issued without any opportunity to the industry to supply evidence as to the com-

position and processing of flour, the report violates all sense of decency and fair play. It violates the dignity and integrity of the U.S. Senate.

At the top of page 11 of the report is the statement, "No wonder Dr. Wiley, the father of food and drug legislation in the U.S., over 20 years ago said that—'so far as bleaching of flour is concerned by any process whatever, the Food and Drug Act does not exist'." Further on is the statement, "Thus the very law which the Supreme Court has said was enacted chiefly to protect the public health has been turned into a measure to threaten public health and to defraud the purchasers of flour."

Dr. Wiley made these statements in 1929 when the Food and Drug Act of 1906 was in effect. That act was repealed in 1938, and the law that is now in effect is the Federal Food, Drug and Cosmetic Act of 1938. Pursuant to that act, lengthy public hearings were held by the Food and Drug Administration, and the bleaching of flour was thoroughly investigated. Food and Drug Administration experts concluded that the bleaching of flour has no deleterious effects on the consumer. Rigid standards for flour were set by the Food and Drug Administration.

Without arguing the merits of Dr. Wiley's statements, we want to emphasize that a reader of this report, who is unaware that the report is discussing a situation alleged to have existed under a law repealed 13 years

ago, will be led to conclude that the present law permits flour millers "to threaten the public health and to defraud the purchasers of flour," and that they are in fact doing so. This is completely contrary to the facts, and cannot be supported by the record of the subcommittee hearings, nor by any evidence whatsoever.

On page 11 is the statement, "In addition to the bleaches used in flour, milling consumers have complained that many of the flours and breads contain phosphorus, fluorine, silicon, alum, nicotinic acid, potassium bromate, and a score of other poisonous drugs."

The following statements and table are taken from "Animal Nutrition" by Leonard A. Maynard, A.B., Ph.D., S.C.D., Professor of Nutrition and Biochemistry and director of the School of Nutrition, Cornell University. Dr. Maynard is a member of the National Academy of Sciences and chairman of the Food and Nutrition Board of the National Research Council.

"... The percentages of the principal mineral constituents of the body are indicated by the following data:

Element	%	Element	%
Calcium	1.33	Chlorine	0.11
Phosphorus	0.74	Magnesium	0.041
Sodium	0.16	Sulfur	0.5
Potassium	0.19		

"... It is noted that, aside from calcium, the elements occur as fractions of per cent only. Despite their small amounts they are absolutely essential to life."

Dr. Maynard further states, "In addition to the elements listed in the table, there are many others which are present in smaller amounts, some of which are known to be necessary for life. Iodine, iron, copper, zinc, manganese, cobalt, and probably fluorine are essential body constituents. Boron, silicon, bromine, aluminum, nickel and arsenic are ad-

ditional elements which have been reported as normally occurring in the body, though they have no known function. . . ."

Dr. Maynard states "... in 1937 Elvehjem and co-workers at the University of Wisconsin made the dramatic discovery that nicotinic acid, a compound that had remained idle on the chemists' shelf for many years, would cure black tongue. Proof that it would cure uncomplicated human pellagra quickly followed. . . . Niacin is a term that was adopted as a short name for this vitamin, particularly in view of the fact that the chemical named proved objectionable as a name for a dietary essential."

As a matter of fact, phosphorus and nicotinic acid (niacin) are contained in the wheat berry itself.

To characterize alum and potassium bromate as poisonous drugs is absurd. Alum is harmless and is used in many foods. It is one of the active ingredients of baking powder. Many housewives are familiar with alum and use it in making pickles. Potassium bromate is also a harmless chemical, the use of which in flour is permitted by the flour standards set by the Food and Drug Administration only after intensive investigation of its properties.

The uninformed reader will draw the conclusion that the flour millers are recklessly adding "poisonous drugs" to flour. This is doubly false in that the alleged "poisonous drugs" are elements which occur naturally and are essential to life.

That a Senate report should attribute such malicious acts to the flour milling industry by innuendo, supported only by the alleged statements of unidentified and clearly unqualified persons, is so reckless of consequences and so contrary to the basic principles upon which our democracy is founded, as to be almost unbelievable. That such a report

(Continued on page 71)

Bakers, Chemists Exchange Findings on New Crop Flour Characteristics

KANSAS CITY—The fact that mills have not yet marketed flour made up of 100% new winter wheat—and may not for some time to come—was one of the major points brought out at the annual New Crop Flour Panel sponsored by the Midwest Bakers Allied Club and the American Association of Cereal Chemists at Hotel President Sept. 10. The meeting was attended by approximately 100 persons.

Thus far most of the wheat purchases made by southwestern mills are mixtures of old and new crop and, because of the lateness of the new crop and the high moisture content, this situation may exist for some time, Ralph B. Potts, Wichita (Kansas) Flour Mills Co., said in his report on "Milling, Ash and Maturing Characteristics."

The new winter wheat crop is not ideal to mill from the millers' standpoint, Mr. Potts said. Separation of the bran from the endosperm is more difficult because of the tough, waxy bran coat, he said. More roll pressure is needed in the milling process

and some yield will have to be sacrificed in order to maintain quality of the flour. To hold the ash content to a normal per cent, again, yields will be sacrificed, he declared.

To hold Farinograph curves to a normal pattern, careful wheat selection, proper blending and scientific milling must be practiced to a greater degree with the new crop, Grant Percy, Flour Mills of America, Inc., Kansas City, said in his discussion on Farinograph curves. Absorption is 1.5 to 2% lower than a year ago, he reported, and a wide tolerance to mixing time is experienced with the new crop. In experimentation it has been found that 100% new wheat flours are sensitive to undermixing. Blending of old and new flours will balance out this undesirable effect, he said. Malt requirements for the miller tend to be a little higher.

Difficulties in adjusting the proper mixing time to winter wheat flours which have been milled since August were outlined by Earl Johnson, Lowenberg Bakeries, Ottumwa, Iowa. He urged mills not to hesitate in pro-

viding bakers with proper information on flour shipments whenever changes in characteristics are observed.

Claude Stratton, Pillsbury Mills, Inc., Minneapolis, in a discussion on baking formulae and fermentation, observed that absorption this year is slightly lower, a little less yeast food is needed and bakers will not have to change their malting procedures. Practically no change in fermentation time is necessary, he said, and in his opinion mixing time was showing a little better tolerance than a year ago.

David Lee, J. R. Short Milling Co., Chicago, summed up the floor time, proof and baking qualities by saying that floor time will average around 30 minutes, proofing time is unchanged and there should be no change in baking temperatures. He noted a slight improvement in textures of bread baked from recently milled flour.

A report on the development of the X-ray method of detecting hidden infestation in grain was given

by Dr. Robert Katz, Kansas State College, Manhattan. The process was developed at Kansas State College under the direction of Dr. Max Miller. Representative samples of wheat are X-rayed and the negatives are observed for evidence of the insect in the kernel. All stages of the maturing insect can be seen on the plate. Demand for X-ray equipment by the milling and grain industries is gaining headway and within the near future equipment will be available for commercial use, he said.

—BREAD IS THE STAFF OF LIFE—

AIB Plans Short Course on Baking for Flour Salesmen

CHICAGO—The American Institute of Baking has scheduled a "Short Course for Flour Salesmen," to be offered by the institute's School of Baking Jan. 7-18, 1952, at the institute's headquarters here.

The course has been designed with the assistance of a committee of millers, and at the request of millers who feel that their sales forces should have more familiarity with bakers technology, formulation of baked foods, and the steps in their manufacture, the AIB points out.

Lectures will be given by AIB staff scientists and teachers, augmented by guest lecturers. Demonstrations will be given in the AIB shops and laboratories. All enrollees will mix doughs and bake breads and variety products in the school's bakeries.

Lecture subjects will include: Grades of hard wheat and soft wheat flours and their uses; whole wheat and rye flours; bread making processes; mixing; fermentation; make-up; dough systems; yeast and yeast raised goods; flour bleaching and aging; significance of chemical and physical test data; sanitation; bakers' formulas (bread and cake); faults in baked foods and their causes; enrichment and flour storage.

Using products from the school's experimental bakery as samples, demonstrations will show the effects of variables not studied in the cake and pie shop, such as: Use of unbleached flours; dough consistency; varying percentages of salt, sugar, milk and shortening; varying pan proofing times and baking temperatures. Provision has been made for discussion periods.

Application for enrollment forms may be secured by writing to the Registrar, American Institute of Baking, 400 E. Ontario St., Chicago 11, Ill. Tuition is \$100.

—BREAD IS THE STAFF OF LIFE—

CHICAGO PRODUCTION MEN READY FOR FIFTH SEASON

CHICAGO—The Chicago Bakery Production Club will launch its fifth year with a dinner meeting Sept. 12 at the Civic Opera Bldg., Chicago at 6:30 p.m.

R. E. Lutz, Durkee Famous Foods, Chicago, will be the featured speaker, discussing "Balance and Control of Cake Formulas."

—BREAD IS THE STAFF OF LIFE—

MURRAY ANNIVERSARY

AUGUSTA, GA.—The Murray Biscuit Co. recently celebrated its 31st anniversary. In recognition of the event, the bakery department featured a special, home type anniversary cake.

Robert E. Sterling, Former Publishing Executive, Dies

MINNEAPOLIS — Robert Engle Sterling, who was chairman of the board of the Miller Publishing Co., manager of its Kansas City office and editor of The Northwestern Miller until his retirement in 1949, died Aug. 29 at St. Luke's Hospital in Kansas City, Mo., aged 75. He had been hospitalized by a hip fracture resulting from a fall at his home.

Mr. Sterling was born at Girard, Kansas, July 17, 1876. Robert's boyhood was spent at Sparta, Ill., Winfield, Kansas, and Le Mars, Iowa. He attended grade and high schools, completing his studies at Le Mars High School in 1894. It was in Le Mars, too, that he received his first training in journalism. He became a reporter and subsequently local editor of the Le Mars Daily Sentinel.

Moving to Kansas City in 1896, Mr. Sterling was for a time associated with a commercial publication and briefly acted as circulation solicitor for the Kansas City Times. It was then that he made his first connection with the Miller Publishing Co. as Kansas City correspondent.

A few months later the company

opened a Kansas City branch office with Mr. Sterling in charge. The milling industry in the Kansas City area was then in the beginning of its spectacular growth, and Mr. Sterling's career as correspondent, advertising salesman and finally editor of The Northwestern Miller, first publication of the Miller Publishing Co., grew with it. In 1924 he joined with other members of the staff in the purchase of a controlling stock interest in the Miller Publishing Co. and took part in the establishment of the company's other business publications: The American Baker, Feedstuffs and Milling Production.

Mr. Sterling participated in the associational affairs of the milling industry. For many years he was secretary of the Kansas City Millers Club and the Kansas City Flour and Feed Club. He missed few of the conventions of the Millers National Federation, and at the annual meeting of that organization in 1951, which he was unable to attend, his faithfulness, usefulness to the industry was the occasion of a special greeting. His counsel had often been sought by federation executives and by milling industry leaders.

Until the period of illness which necessitated his retirement, Mr. Sterling was active in civic affairs. For seven years he was a member of the Kansas City Zoning Board, and twice he was called upon to serve as Chamber of Commerce agricultural vice



Robert E. Sterling

president. He was a member of other business and community organizations, and of the Kansas City and Mission Hills Country Clubs.

The active pallbearers were John W. Cain, Midland Flour Milling Co.; Maurice D. S. Johnson, Staley Milling Co.; Martin E. Newell, Miller Publishing Co.; Elmer W. Reed, Flour Mills of America, Inc.; Clyde F. Scott, Bemis Bro. Bag Co., and Harvey E. Yantis, Miller Publishing Co.

Use of Surface Active Agents Given Tentative Go-Ahead by Food Group

WASHINGTON—A source of embarrassment to the Food and Drug Administration has been removed with the Food and Nutrition Board of the National Research Council giving its limited blessing to continued use of surface active agents in foods which are currently permitted or are now included in officially proposed standards of identity.

Earlier this scientific body had issued a statement to the ice cream industry which cast considerable doubt over the advisability of further use of all surface active agents pending a more comprehensive study on their effects on human beings when used in foods, or at least that was the way the statement was unofficially interpreted at FDA.

(Editor's Note: The opinion of the research unit also affected the baking industry, since the pending official standards for bread and rolls permit the use of some of the ingredients questioned by the group in its report on ice cream standards.)

Road for Standards Open

The statement by the National Research Council seems to open the way for issuance of the pending bread standards which have been published in tentative form and which are now reported waiting the approval of Oscar Ewing, Federal Security Agency administrator. These standards permit the use of mono and diglycerides as optional ingredients in white bread and rolls but exclude other surface active agents compounded from polyoxyethylene products.

The latest move by the research council, while not a full clean bill of health to the mono and diglycerides, appears to remove the stigma seen in the previous statement by the council and implies that further research now in progress may throw additional

light on the use of these products and their compounds in foods.

Under the FDA law, the administration now seems to have clear authority to issue the pending white bread standards on the basis of testimony adduced at the hearings held last year. Officials of FDA are literally only to be governed by evidence presented at formal hearings and might have issued their version of permitted standards notwithstanding the earlier statement by the council since that statement was not part of the official record. Yet FDA officials believe that since the statement—while not officially published—has gained wide circulation and created an official suspicion about all surface active agents in foods, it might be prudent to depart from their literal legal authority and stay the permission to use mono and diglycerides as optional ingredients.

It is expected now that the bread standards will be formally issued as tentatively proposed but this does not seem to end the controversial issue of surface active agents. In issuing the proposed standards, FDA may decide to undertake a full scale study of these products and their compounds in foods.

Research Group's Statement

An index of what to expect may be found in an excerpt from the research council's statement. It says in part, speaking of its previous unpublished statement, "It expressed the committee's considered opinion that the research data and the information concerning the use of surface active materials were insufficient to reach a sound estimate of the safety or hazard presented by their use in foods. The committee recognized that additional research is in progress in several laboratories which, when completed, may

supply data on which to base a judgment regarding the safety or hazard of these materials. . . .

"The statement was not intended to question the continued use in foods of surface active materials that are permitted by existing or officially proposed standards of identity."

Another aspect of the research council statement is that it is an acknowledgement that perhaps the earlier statement put FDA officials in an unfortunate situation. The latter statement remedies the difficulty, observers say.

—BREAD IS THE STAFF OF LIFE—

SHELLMAR PRODUCTS CORP. APPOINTS 2 EXECUTIVES

MOUNT VERNON, OHIO—The Shellmar Products Corp. has created two new executive staff positions in its Shellmar division. W. L. Moore has been named administrative coordinator and T. R. Baxter has been designated new products manager.

Both will be responsible directly to Warren E. Hill, vice president and general manager.

Mr. Moore, with Shellmar since 1930, will carry on his present assignments. In addition, he will undertake responsibility for the analysis of cost and pricing policies, coordination of sales and production activities and other analytical and coordinative functions.

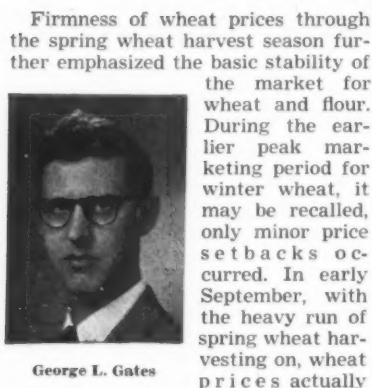
Formerly in charge of packaging processes for Standard Brands, Inc., Mr. Baxter joined the Shellmar organization in 1945. His new assignments include investigation of new products, correlating and expediting of research and development projects, and maintenance of a program of long-range developments of products and processes.

Stability of Wheat Market Shown

PRICES REGISTER ADVANCES AS HARVEST MOVES NORTH

Early September Levels Above Early August; Flour
Prices Steady to Easier; Export Prospects
Promise Further Support

By GEORGE L. GATES
Market Editor of The American Baker



Firmness of wheat prices through the spring wheat harvest season further emphasized the basic stability of the market for wheat and flour. During the earlier peak marketing period for winter wheat, it may be recalled, only minor price setbacks occurred. In early September, with the heavy run of spring wheat harvesting on, wheat prices actually showed a gain over the levels of early August. This may be considered a significant development insofar as indications of the future trend are concerned. Sharp recessions in the price line usually are associated with harvesting of the crop, even with price support loans available to producers. However, price firmness at harvest time indicates that the market is not likely to recede any great amount in the near future. Mainly responsible for this situation, of course, is the government's price support program although some developments in connection with the program could diminish its influences later on.

Wheat futures prices gained 3@5¢ bu. in the month ending Sept. 10, and cash wheat prices advanced 4@8¢ at Minneapolis and Kansas City. In the same period standard grades of spring wheat flour declined 10@15¢ sack while high glutens declined as much as 40¢ sack because of the narrowing of the spread between low and high protein wheats. Hard winter wheat flour was about unchanged in price during the period. An unexpected bulge in millfeed values, brought about by lower production, helped to hold flour prices down in the face of higher wheat costs.

HEAVY BOOKINGS OF FLOUR MADE

Bakers by early September had made heavy seasonal commitments for flour, with bookings ranging up to 120 days ahead for many concerns. Heaviest purchases of hard winter wheat flour were made the second week in August, and another tremendous quantity was booked in the last week of that month. Concurrent with the last heavy southwestern buying, and in the following week as well, users of spring wheat flour booked their requirements well ahead into the fall and early winter months. Bakers, in each instance, had found that prices had reached what they considered the most favorable level at which to build their contract balances. These sales attest to the apparently general feeling of

confidence in market stability, and in the process of completion, gave futures markets support.

SPRING WHEAT CROP SUFFERS DAMAGE

Promise of a near-record spring wheat crop, while still expected by government forecasters, developed some glum overtones as the harvest season arrived. Persistent rains seriously delayed harvesting in the latest areas, and much of the crop was still waiting to be threshed when normally it would have been already carefully stored away. Excessive moisture has caused serious losses in test weight and quality of the wheat and created a difficult storage problem, since high moisture grain always is subject to going out of condition. A shortage of good milling wheat could easily develop, thus keeping prices on these grades strong in cash markets.

NEAR-RECORD YIELD STILL INDICATED

No bushelage loss of grain was appraised by the U.S. Department of Agriculture, however, as its September estimate of production was 348 million bushels, practically unchanged from its August estimate. The USDA forecast of all 1951 wheat production in September was 999,149,000 bu., up about 1 million from August. This compares with final 1950 production of 1,026,755,000 bu. Canada's wheat production of interest chiefly because of possible export developments—still promises to be large, although some of the damage risks affecting U.S. spring wheat also exist there. The

official dominion estimate is for a record 581,678,000 bu., compared with last year's output of 461,664,000 bu.

LOAN DEVELOPMENTS WORTH WATCHING

How much 1951 wheat has been put under price support loans has not been officially announced as yet, although it is believed the quantity of southwestern wheat pledged was large. Recent price advances at Kansas City have pushed values to or slightly above the loan rate, allowing for the 11¢ bu. storage charge producers must pay this year. At Minneapolis, prices still were slightly below the loan rate. Some observers felt that because of the large amount of wheat made ineligible for loan by high moisture content the market might be under considerable pressure from producers anxious to sell their grain. This is a possible development worth watching for its influence on the price structure generally.

LARGE EXPORTS DUE THROUGH DECEMBER

Exports in the current crop year are well ahead of a year ago, and according to government plans, will far exceed the total in the first half of the 1950-51 crop year in the first six months of this crop year. If the heavy rate of shipments continues, good support of the wheat market may be expected to result. USDA officials are confident that at least 225 million bushels can be moved by the end of 1951—perhaps as much as 250 million bushels. However, total crop year export demand for U.S. wheat is indicated at about 350 million bushels, and the smaller balance to be shipped in the last half of the crop year could mean a price downturn then. This is more likely to happen, some observers feel, if strong markets turn wheat from loan storage to export channels and free supplies are as a result increased later in the crop year. Canadian competition for world markets, expected to be keen because of the large surplus available in that country, also will have an important bearing on U.S. exports and prices. July exports of wheat—the only official report available as yet—totaled

RETAIL BAKERY SALES OFF DURING JULY

WASHINGTON—Sales made by retail bakeries during July were 9% lower than during the previous month, according to the monthly report of the U.S. Department of Commerce. July sales were 3% above those of the same month last year. For the first seven months of this year, sales were 7% higher than for the same period in 1950.

25,936,000 bu., compared with 19,476,000 bu. in July, 1950.

SUPPORT PLANS MADE FOR 1952

Long range plans have been made for supporting the 1952 crop, and while remote from present market developments, they emphasize the continued climb of support levels and general inflation. The USDA announced it will support 1952 wheat at a minimum of \$2.17 bu. on a national average farm basis, which is 18¢ bu. higher than the minimum support announced a year ago for 1951 wheat. The level can be increased with any advance in parity next June 15 but may not be reduced. At the same time, USDA estimates that some 80 million acres may be planted for 1952 production, 1½% more than the official goal. Production, with average yields, would be 1,180 million bushels. Planting already is under way in the Southwest for the winter wheat crop. A carryover of 320 million bushels on July 1, 1952, was forecast by USDA, some 75 million bushels below the carryover this year because of the lower 1951 production and anticipated steady rate of exports and domestic disappearance.

—BREAD IS THE STAFF OF LIFE—

Flour Production During August Shows 13% Hike

MINNEAPOLIS—Flour production by U.S. mills during August is estimated by The Northwestern Miller at 19,784,000 sacks, an increase of 2,341,000 sacks over the estimated July total of 17,443,000 sacks. The increase in production during August amounts to slightly more than 13% above the July output.

The Census Bureau's report of flour production for August, 1951, will be issued in November.

The flour output by mills in the Buffalo production center showed an increase of approximately one third million sacks during August compared with July. That center's July output was 2,018,500 sacks, or 331,200 sacks less than the figure for August—2,349,700 sacks. The Northwestern Miller's figures for Buffalo represent 100% of production.

Buffalo's August, 1951, production exceeded the output for the same month of 1950 by slightly more than 660,000 sacks.

Northwest Interior Mills

Production for the Northwest section, including mills in the Minneapolis center and interior Northwest mills, registered an increase of ap-

Summary of Flour Quotations

September 8 flour quotations, in sacks of 100 lb. All quotations on basis of carload lots, prompt delivery:

Week-end flour quotations, in sacks of 100 lb. (Canadian quotations in barrels of 196 lb.) All quotations on basis of carload lots, prompt delivery:

	Chicago	Mpls.	Kans. City	St. Louis	Buffalo
Spring top patent	5.85@6.05
Spring high gluten	...	6.15@6.35
Spring short	5.75@5.95	5.85@6.05	...	6.05	...
Spring standard	...	5.75@5.95	...	5.95	...
Spring first clear	5.50@5.70	5.55@5.95	...	5.75	...
Hard winter short	5.73@5.83	...	5.70@5.75	5.90	...
Hard winter standard	5.63@5.73	...	5.60@5.65	5.75	...
Hard winter first clear	4.90@5.03	...	4.70@4.95	5.50	...
Soft winter short patent	6.80@7.01	...	6.80@7.30	6.55	...
Soft winter standard	6.50@6.70
Soft winter straight	5.40@5.50	5.65	...
Soft winter first clear	6.20@6.48	5.20	...
Rye flour, white	4.95@4.99	4.85@5.20	...	5.42	...
Rye flour, dark	4.19@4.59	3.85@4.20	...	5.42	...
	New York	Phila.	Boston	Pittsburgh	N. Orleans
Spring high gluten	6.70@6.77	6.75@6.85	6.67@6.75	6.64@6.90	6.55@6.80
Spring short	...	6.40@6.50	6.32@6.42	6.35@6.57	6.30@6.50
Spring standard	6.30@6.37	6.30@6.40	6.22@6.30	6.25@6.37	6.05@6.30
Spring first clear	6.10@6.25	6.20@6.30	6.12@6.32	6.08@6.64	5.95@6.25
Hard winter short	6.30@6.37	6.15@6.25	6.17@6.27	6.09@6.46	5.85@6.00
Hard winter standard	6.10@6.17	6.05@6.15	...	5.94@6.25	5.65@5.95
Hard winter first clear	4.85@5.10
Soft winter short patent	5.80@6.10
Soft winter straight	5.50@6.05	...	5.52@6.07	...	5.35@5.55
Soft winter standard	...	5.30@5.60
Soft winter first clear	4.50@4.80
Rye flour, white	5.30@5.48	5.30@5.40	...	5.11@5.36	...
Rye flour, dark	4.19@4.50	...

proximately 13% during August as compared with the preceding month. The total output for the Northwest is estimated at 3,370,900 sacks for August, a gain of 395,800 sacks over the July total of 2,975,200 sacks.

Central and Southeast

Mills in the central and southeastern section of the country which report their production figures to The Northwestern Miller registered a gain of 91,000 sacks in production during August as compared with July. That group of mills reported production of 2,155,967 sacks during August. The July total for the same group was 2,065,409 sacks. The output for August of 1950 totaled 2,679,056 sacks.

—BREAD IS THE STAFF OF LIFE—

First Issue of "Management Letter" Sent to ABA Members

CHICAGO—The first issue of the "ABA Management Letter," a news letter published by the American Bakers Assn., has been mailed to members of the association.

The "Management Letter" is not planned at this time for publication on any set schedule but will be released occasionally, according to Karl E. Baur, Liberty Baking Co., Pittsburgh, ABA president.

"We communicate regularly with our members by bulletins and special letters," Mr. Baur said. "But we have long felt the need for a publication in which we can discuss matters of interest to members at greater length. It was decided, therefore, to create the 'Management Letter.'"

"We receive a considerable volume of material in our office from various sources, a great deal of which should be of interest to bakery operators. We expect to use the letter as a means of getting some of this material to our members, to help them in their management of better bakeries."

—BREAD IS THE STAFF OF LIFE—

CORN PRODUCTS REFINING RECORDS \$7,450,394 NET

NEW YORK—The Corn Products Refining Co. has reported a net income of \$7,450,394, equal to \$2.48 a common share, for the first half of 1951. Of the net for the half-year, \$3,567,714, or \$1.18 a share, was earned in the June quarter. The first half report compares with \$6,607,606, or \$2.27 a share for the comparable 1950 period. In the report it was noted that provision for federal taxes in the first half was \$6,500,000 against \$4,760,000 in 1950.

In the mid-year message E. W. Reid, president of the firm, stated that the corn crop report estimated a yield of 3,295 million bushels, the third largest on record. He pointed to the uncertain domestic and international conditions and stated that "it appears on a national basis the immediate period ahead will be one of readjustments, rearrangements of orders and reduction of inventories."

Mr. Reid indicated that floods in the Kansas City area had not seriously affected operations and properties of the firm.

—BREAD IS THE STAFF OF LIFE—

WARD BAKING DIVIDEND

NEW YORK—The board of directors of the Ward Baking Co. recently declared the company's regular quarterly dividend of \$1.37½ a share on the firm's preferred stock, as well as a 25¢ quarterly dividend on the Ward common stock. The dividends are pay-

able Oct. 1, 1951, to stockholders of record Sept. 15, 1951.

—BREAD IS THE STAFF OF LIFE—

CONTINENTAL DIVIDEND

NEW YORK—A quarterly dividend of \$1.37½ a share on preferred stock and 40¢ a share on common has been voted by the board of directors of the Continental Baking Co. Both dividends are payable Oct. 1 to stockholders of record Sept. 14.

—BREAD IS THE STAFF OF LIFE—

MINNESOTA BAKERS SET FIVE REGIONAL MEETINGS

MINNEAPOLIS—A series of five regional meetings is being scheduled by the Associated Bakers of Minnesota for the latter part of September and the first two weeks of October.

Meeting in conjunction with the various local bakers' associations and the Minnesota Allied Trades of the Baking Industry, the meetings will feature talks on current baking industry problems as well as a production session under the direction of bakery servicemen. A cocktail lounge through the courtesy of the allied trades will conclude each meeting.

The first meeting will be held in St. Cloud, at the St. Cloud Hotel, Sept. 25, followed by sessions in Duluth, Duluth Hotel, Sept. 27; St. Paul, Ramaley's, Oct. 2; Mankato, Saulpaugh Hotel, Oct. 4, and Fargo, N.D., the Elk's Club, Oct. 10.

Meetings for wholesalers are also being held during September, according to J. M. Long, secretary of the association.

—BREAD IS THE STAFF OF LIFE—

WARD BUYS BRANCH SITE

NEW YORK—The Ward Baking Co. recently purchased a 3-acre tract on Stewart Ave., Hempstead, L.I., as the site for a new building to house a branch office and distribution center. The property, 230 by 600 ft., sold for \$37,500.

—BREAD IS THE STAFF OF LIFE—

ATLANTA—The board of directors of the American Bakeries Co. recently declared a quarterly dividend of 50¢ a share, payable Sept. 10 to stockholders of record Aug. 23.

New Crop Flours

(Continued from page 11)

flours this crop will tend to be somewhat lower than last year, possibly ½ of 1%, this again will depend upon the individual mills, and the availability of their wheat supply.

Ash appears to average very close

to normal for the whole southwest area. A few scattered high ash samples have appeared but not in the frequency as was seen on the previous crop, also we have not seen as large a number of low ash samples as last year, so the two conditions tend to offset one another, in giving the southwest an average normal cash content.

"Absorption seems to go hand in hand with the amount of weathering conditions that the wheat had to endure. In the southern sections of the areas, absorption appears normal, as the harvest progressed northward the absorption seemed to lower as much as 2% below last year, but as the northern areas were reached the absorption increased slightly to approach very nearly what it was on last crop. But looking upon the areas as a whole, absorption will be from 1½ to 2% less than last crop.

"Malt requirements appear to be greater than last year, although not to any large extent. The mills will vary in amounts required, but here again consumer requirements will be filled by the different mills, and no difficulty will be experienced in this respect. Amylograph, gassing power and maltose averages on the new flours are slightly lower, therefore requiring the addition of slightly more malt supplement to reach the desired amount by most bakers.

"Bleaching requirements will be moderate to light, new flours respond well to both Dyox and chlorine treatment and they do not require any

special treatment to get properly matured doughs. Benzoyl peroxide will be used in moderate amounts to obtain results required by individual customer requirements.

"Mixing time will be varied somewhat due to the different wheat variety selections maintained by different mills, but the average southwest flour on this crop will be fairly moderate in mixing time. Declinations or mixing indexes will be possibly a little stronger than flours last crop, as they show more tolerance to extended mixing this year, not being nearly as critical in this respect.

"Fermentation times will remain close to normal for southwest flours on this crop. No change is anticipated as the mills gradually work to higher percentages of new wheat flour in their mill mixes.

"Loaf Volumes will likewise be normal on this crop, while few mills have ground any straight new wheats as of this date, the percentages they are putting in tends to show better loaf volume, crumb and texture than was being obtained on straight old wheat mixes. The nice even break and shred on the new flours is quite gratifying to all the collaborators of the committee.

"Milling Yield will possibly be not so good as on the heavier test weight wheats of last crop. Some lighter test weight wheats tend to yield well, while others show somewhat adversely as the weathering seemed to cause some bran damage, and made it harder to extract a normal yield from these wheats.

"Yeast Food requirements will be about normal, as will flour and proof times. No great change in either of these functions are anticipated.

"The new crop could be summarized briefly and not take too much free license by saying aside from adjusting absorption the 1951 crop will handle very much the same as last year's, and bakers should be able to change over to new flour with the very minimum of difficulty."

—BREAD IS THE STAFF OF LIFE—

KROGER SALES UP

CINCINNATI—Sales of the Kroger Co. for the eighth four-week period ending Aug. 11, 1951, totaled \$73,031,794, representing a 9% increase over sales of \$67,126,901 for the four-week period a year ago. Cumulative sales for the eight periods of 1951 totaled \$608,102,573, representing an 18% increase over sales of \$513,945,006 for the same eight periods last year.

The Stock Market Picture

Quotations on baking company stocks listed on the New York Stock Exchange and the New York Curb Market:

	1950-51	Aug. 3, 1951	Aug. 31, 1951
	High	Low	Close
Barry Biscuit Corp.	5¼	3	4¼
Continental Baking Co.	21¼	17	19¼
Continental Baking Co., \$5.50 Pfd.	99	93½	94½
General Baking Co.	12	10¼	11
General Baking Co., \$8 Pfd.	162	149	*157
Great A. & P. Tea Co.	137	129½	118¾
National Biscuit Co.	37¾	34½	32½
National Biscuit Co., \$7 Pfd.	184¾	164	*168¾
Purity Bakeries Corp.	31½	27½	29½
Sunshine Biscuits, Inc.	64	56	60½
United Biscuit of America	35	29¾	31¾
United Biscuit of America, \$4.50 Pfd.	109	107	*103
Ward Baking Co.	21½	17½	17¾
Ward Baking Co., \$5.50 Pfd.	104	99	100½

Closing bid and asked prices on stocks not traded Aug. 31:

	Bid	Asked
Great A. & P. Tea Co., \$5 Pfd.	132¾	
Hathaway Bakeries, Inc.	16¼	11
Horn & Hardart Corp. of N. Y.	24½	24¾
Horn & Hardart Corp. of N. Y., Pfd.	105½	106
Omar, Inc.	19½	19½
Wagner Baking Co.	6½	6½
Wagner Baking Co., Pfd.	108	109¾
Ward Baking Co., Warrants	3¼	5¾

*Previous close.

Now Legal in Pennsylvania . . .

Bread Makes Novel Premium, Boosts Sale of Colored Oleo

PHILADELPHIA—The sale of bread was tied in with the marketing of newly-legalized yellow oleomargarine in Pennsylvania last week in one of the many attempts by oleo manufacturers to sew up a large share of the business. The Jelke Good Luck division of Lever Bros. incorporated a coupon worth 10¢ against the purchase of a loaf of bread into the back of its cartons of colored oleo.

American Stores Co. then hopped on the bandwagon by advertising the discount in relation to its own Supreme brand bread sold in supermarkets and smaller retail outlets.

Oleo makers had advance warning that Gov. John S. Fine was about to sign the bill. Following a flash that colored margarine was legal, they used taxis, trucks and planes to rush their brands to the 15,000 retailers in the state.

A heavy concentration of newspaper and radio advertising throughout the state helped oleo sales to exceed those of butter over the first weekend, with one Philadelphia re-

tailer reporting a margin of three-to-one.

Before passage of the bill, oleo could be sold only in its uncolored state, with the coloring furnished separately in the package for the housewife doing the mixing. It can now be sold only in plainly-marked 1 lb. packages for use in private homes. Restaurants, hotels and boarding houses are prohibited from serving it. Anyone representing it as butter is subject to a \$60 to \$100 fine on first and second offenses, with a \$500 to \$1,000 penalty levied on subsequent violations.

The legalization of the product climaxed a six-year fight which had the support of thousands of housewives. Pennsylvania is the 40th state where yellow oleo may be sold.

Lever Bros. was among those delivering the yellow product to retailers by plane, shipments being made from Newark. Kraft Foods engaged fleets of taxis to bring it across the Delaware River bridge to the six-county Philadelphia area from its plant in southern New Jersey.

and Donald Johnson has been promoted from routeman at Ottawa to supervisor. W. R. McGughey, Jr., will continue as sales manager of the Bloomington plant, and R. J. Reynolds will continue as superintendent in charge of production there.

—BREAD IS THE STAFF OF LIFE—

ANNUAL BANQUET SET

PHILADELPHIA—The ninth annual banquet of the Philadelphia Bakery Production Men's Club will be held Oct. 6 at the Benjamin Franklin Hotel here, according to an announcement by Herbert F. Peters, president of the club. Tickets may be obtained from Robert Weaver, 3701 N. Broad St., Philadelphia 40.

—BREAD IS THE STAFF OF LIFE—

BAKER, DAIRY GROUPS SELECT NEW COMMITTEE

CHICAGO—Formation of a new Baker-Dairy Committee, a joint committee made up of members of the American Bakers Assn. and the American Dry Milk Institute, has been announced by John T. McCarthy, Jersey Bread Co., Toledo, ABA chairman.

The baker division of the committee will be headed by L. E. Caster, president of the Keig-Stevens Baking Co., Rockford, Ill. Other baker members of the committee include Charles Regan, Interstate Bakeries Corp., Chicago; Robert M. Woods, Woods Bakeries, Inc., Evanston; Joseph M. Tombers, Purity Bakeries Corp., St. Paul; William M. Clemens, Trausch Baking Co., Dubuque, Iowa, and William E. Maier, Maier's Bakers, Reading, Pa.

The dairy industry members are H. R. Leonard, Twin City Milk Producers Assn., St. Paul; B. F. Beach, Michigan Producers Dairy Co., Adrian, Mich.; R. M. Hadrath, Maple Island, Inc., Stillwater, Minn.; L. E. Metzger, Bowman Dairy Co., Chicago, and F. D. Stone, Land O'Lakes Creameries, Inc., Minneapolis.

ABA members of the previous committee who served for 10 years were Harry W. Zinsmaster, Zinsmaster Bread Co., Duluth, chairman; E. E. Kelley, Jr., Quality Bakers of Amer-

ica, New York; Fred L. Cobb, Cobb's Sunlit Bakery, Green Bay, Wis.; Mr. Regan, who replaced the late Eugene K. Quigg, Richmond Baking Co., Richmond, Ind.; Mr. Caster and Mr. Tombers.

In appreciation for their long services, Mr. McCarthy said, "These men have expended much of their time towards solidifying the mutual interests of the bakery and milk industries. That a better understanding now exists between the two can be attributed to their never-ending resourcefulness. Both industries owe them a debt of gratitude."

—BREAD IS THE STAFF OF LIFE—

BAKERS COURTESY CLUB GOLF OUTING DRAWS 98

CHICAGO—The annual golf and field day outing of the Chicago Bakers Courtesy Club at Rolling Green Country Club recently was participated in by 98 members and guests. Golf, horseshoes, cards or just loafing provided excellent entertainment under beautiful weather conditions.

Fifty-seven men played golf, with top prize going to Cecil E. Sowles, Siml & Sowles, second prize to Frank Wenter, Bakers Helper, and third prize to Rhudy E. Bemmels, flour broker, all of Chicago.

Top horseshoe pitching prize went to Floyd Owens, retired, International Milling Co., Chicago. Stanley A. Kretchman, Elgin Foods, Inc., won the non-participant prize.

P. E. Minton, American Molasses Co., and vice president of the club, presided over the outing and dinner meeting in the absence of Arthur W. Fosdyke, Anetsberger Bros., Inc., Northbrook, Ill., president, who was unable to attend because of illness. Mr. Bemmels was chairman of the arrangements committee, assisted by William Foster, Bowman Dairy Co., Ward Miller, Chicago representative, Sheridan (Wyo.) Flour Mills, and Paul Clissold, Bakers Helper.

—BREAD IS THE STAFF OF LIFE—

JAMES T. ANDERSON JOINS RHUDY E. BEMMELS

CHICAGO—Rhudy E. Bemmels, Chicago flour broker, announces the association of James T. Anderson, formerly a Chicago salesman for King Midas Flour Mills, Minneapolis, with him in the flour brokerage business.

Mr. Anderson is 34 years old and had been employed by King Midas for more than 15 years. He has been in the Chicago office for 11 years.

Mr. Bemmels says he intends to incorporate. The office is at 4803 N. Lincoln Ave., Chicago.

—BREAD IS THE STAFF OF LIFE—

GMI Balloons Carry Freedom Messages Behind Iron Curtain

MINNEAPOLIS—Many of the balloons bringing messages of hope to satellite nations behind the Iron Curtain were produced by General Mills, Inc., Minneapolis, the firm has disclosed. A well-equipped mechanical plant and experience in turning out precision equipment and working with government agencies during the war help explain why a cereal, chemical and appliance manufacturer entered the balloon-making business, GMI explained.

Flying Saucers?

Production of balloons was started after the war at the request of government officials who sought to im-



THE TAKEOFF—Launching of balloons, produced by General Mills, Inc., were made at the University of Minnesota airport, as shown above, for two years before actual tests were made for the Crusade for Freedom. Some balloons landed as far away as Georgia. They are often released in clusters so that the target is blanketed. The Crusade for Freedom uses the balloons to carry messages behind the Iron Curtain.

prove means of exploring upper atmospheric conditions. This resulted in the manufacture of huge tear-drop types of bags which are often observed by pilots and occasionally picked up by farmers in fields. An offshoot of this operation was the pillow balloon, a 24 in. diamond-shaped object which has been accused of being the original flying saucer. The first pillow balloon was launched from the fourth story window of the General Mills laboratory in 1949, and production was started on a small scale.

These soft, shiny balloons go to a desired height and stay there. Air currents take them one way or another, but their elevation remains somewhat constant. They differ from ordinary balloons in that they do not stretch. The rate of gas escapement can be pre-judged so when launched in clusters they usually blanket a target. This is why they are particularly suitable for piercing the Iron Curtain.

Operations Expanded

The balloons were mainly experimental in nature until the Crusade for Freedom placed orders which required output in the thousands. The first order arrived only two months ago, and Charles B. Moore, Jr., engineer in charge of balloon operations, and Frank B. Jewett, Jr., director of aeronautical research laboratories, found themselves with an overnight production and testing program.

Day and night experiments convinced the engineers pillow balloons could carry ¼ lb. literature the desired distance most effectively. Thus, it was decided to fill the bags with thin cards which could be extracted without difficulty.

Within several weeks the manufacturing process was ready for mass production. Thousands of balloons were turned out and shipped to Europe. Mr. Jewett and Mr. Moore now are in Europe observing the operation. Richard Smith of St. Paul, who supervised the inflating and launching techniques, is in charge of releasing the literature which the Crusade for Freedom hopes will renew determination of satellite countries to throw off Soviet domination and regain the freedom they knew for a short time after World War II.

Continental Home Economist Honored for Nutrition Story

NEW YORK—Miss Ruth Hathaway, home economist of the Continental Baking Co. of this city, was honor guest at an "Omar Khayyam" party at the Waldorf-Astoria Hotel Sept. 6.

The reception and cocktail party, staged by the Grade Teacher Magazine, a service magazine for elementary school teachers reported to instruct approximately 12 million students, celebrated the 10th anniversary of enriched bread.

The Continental Baking Co. carried a 12-page study unit in the September issue of the Grade Teacher Magazine entitled "Bread to Help Build Strong Bodies: A Story of Good Nutrition." The study unit tells the story, in the form of a school lesson, of the discovery of thiamine, riboflavin and niacin and how the baking industry added the vitamins and iron to produce enriched bread.

The unit also includes tests, bibliography, an imaginary visit to the laboratory of a large bakery, correlating guides for teachers and classroom activities for pupils. In addition, the baking firm has prepared a kit for teachers to use in the classroom.

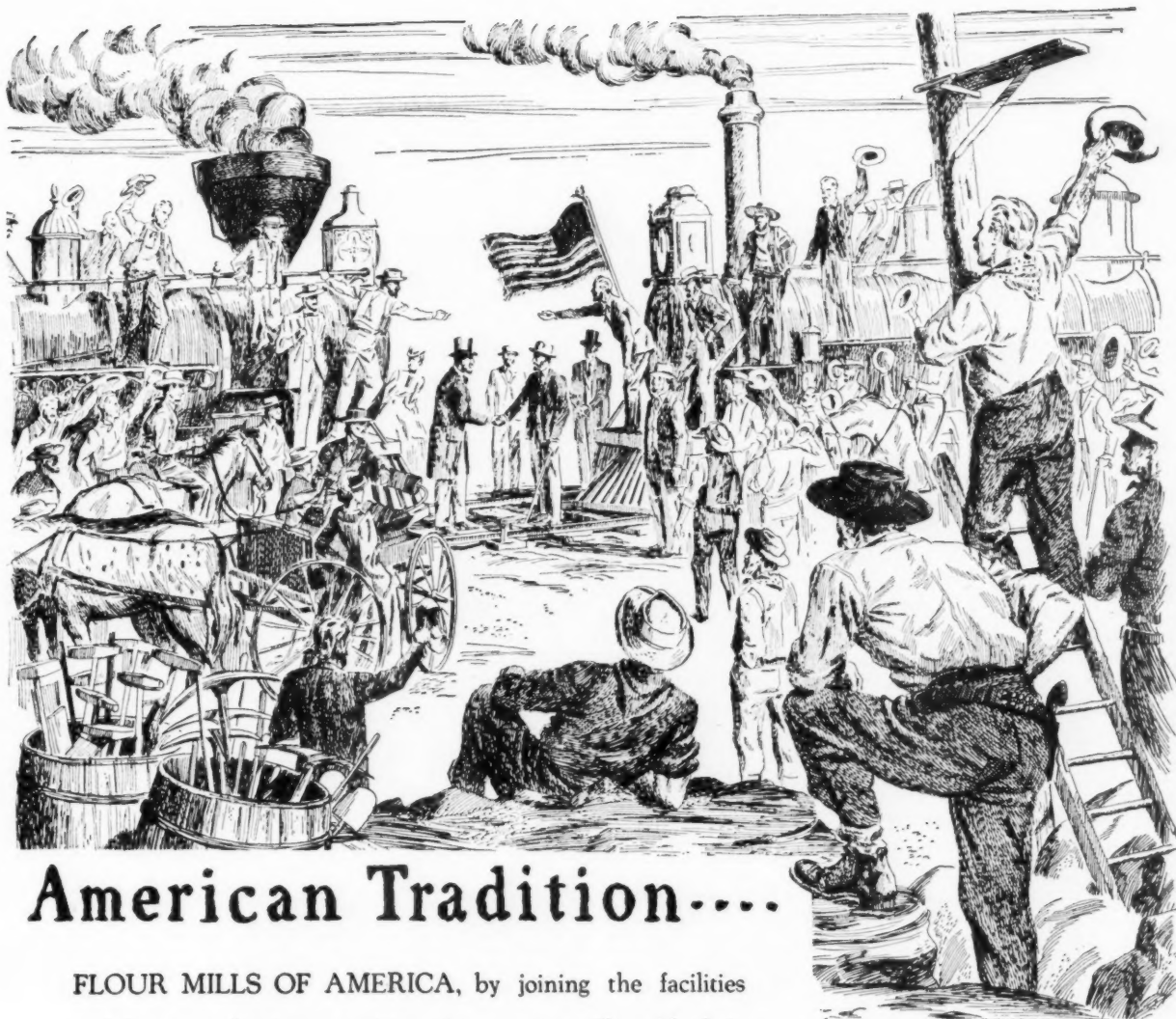
In keeping with the theme of the party, each guest was given a miniature loaf of enriched Wonder bread and an individual jug of wine.

—BREAD IS THE STAFF OF LIFE—

HAROLD L. BUDDIE IN NEW PURITY POSITION

CHICAGO—The Purity Baking Co. has announced a number of promotions in Illinois. Harold L. Buddie, former manager of the Decatur plant, has been elected a vice president of the firm. Willard Brown, manager of the Bloomington plant, becomes manager at Decatur, and Al Toole, assistant manager at Decatur, succeeds Mr. Brown at Bloomington.

Harold Jordan has been promoted to sales manager at Decatur, Verne Spaulding has been advanced from routeman in Decatur to supervisor



American Tradition....

FLOUR MILLS OF AMERICA, by joining the facilities and large productive capacities of numerous mills, with their abundant wheat storage, expanded their service to the bakers of America with well known brands of bakers flours.

Direct contact between mill and customer, greater executive knowledge and understanding of the bakers flour problems, have enabled FLOUR MILLS OF AMERICA to better serve the baking industry with a wide range of *Control-Milled, Performance Tested Flours* to meet every baking need.

New railroads, joining across the continent, speeded distribution of life's necessities and stimulated closer trade relations between distant communities, to set the pattern of American progress.

Flour Mills of America, Inc.

KANSAS CITY, MISSOURI

— Kansas Flour Mills Co., Kansas City, Missouri; Great Bend
Fort Scott, Larned, Kansas; Alva, Oklahoma.
Valter & Spies Milling Co. and Sleepy Eye Mills, St. Louis, Mo.



Make Money With the Intangibles

By Edward Klier

WHEN the average retail baker thinks of his capital, he is prone to regard it only as money, or values that can be quickly converted into money or serve as collateral for money.

This is only partly true. There are many intangible sources of capital which the alert baker has, and if he makes use of all of it he has a much better chance of success than if he relies on his money capital alone.

Here are some sources of capital besides money; are you making use of them?

1. Ideas. Without ideas the retail baker is lost. He must have definite ideas about how to operate his business successfully. Once he gets these ideas he must sift the wheat from the chaff, decide to use the good ideas, and then follow through on them. Many a retail baker has wonderful ideas of display, advertising, service to customers and the like, but never follows through on them fully, and thus fails to reap the harvest.

2. Wisdom. This is important capital. Regardless of what other people say, deep within the dealer is plenty of wisdom formed from long observations. Never fail to consult this store of wisdom when making a decision. This is truly capital which can be used at any time. What is for your best interest? Never fail to answer this question when planning in your business.

3. Experience. Experience in selling bakery goods is capital to you, if you will but use it. How to please buyers, how to gain their interest, how to close sales, how to put forth bits of valuable information to help them in a way which will not make them think you are trying to tell them how to run their businesses; these are the lessons of retailing experience.

Experience tells you why certain sales promotions were a success, why others were failures. Next time you can improve on your performance, because of experience.

4. Faith. Faith is capital. Would America have been settled by our forefathers if they had not had faith that somewhere there was a land where liberty, justice and freedom could exist, where fortunes could be built if only a man were willing to work?

Faith is highly important in business. If you have experience, if you have planned properly, if you work hard, then you have every reason to have faith that you are going to come out on top. Without faith in yourself, in your products, in your customers, you have little hope of succeeding.

5. Employees. Employees are capital. It is true that you pay them certain wages, but their accumulated experience, wisdom, knowledge of the business, enthusiasm, loyalty and ideas are all capital upon which you can draw for further success if you only look in the right direction.

Good, loyal employees can help you succeed. It is to the best interests of every retail baker to try to hire the best employees obtain-

able. They will return good dividends on the investment. Take time to cultivate your employees. Get their friendship and their ideas. Your road will be much easier if you do.

6. Good will. When businessmen sell their stores, they charge a certain amount for good will. It is most always included in a bill of sale in any business. Good will is capital. When customers throughout your territory think kindly and favorably of you and your products and service, Mr. Retail Baker, then you have plenty of good will which works for additional sales for you night and day.

7. Courtesy. Ah, sweet courtesy. How beautiful it makes life. And it makes the cash register sing louder with clinking dollars, too. A philosopher said "Courtesy is a science of the highest importance." Courtesy in any store induces the customer to loosen the strings on his pocketbook, makes him feel content with the world, makes him want to come back time and again to buy. Capital? Most certainly.

A group of Ohio merchants once put on a courtesy campaign for one month. They and their clerks tried to be very courteous to all customers. The campaign went over so

well that the merchants figured courtesy resulted in a 35% increase in sales.

8. Imagination. This quality is capital, too. You must be able to imagine a very successful shop. You must be able to imagine how certain policies will please customers even before they are inaugurated. Imagination in planning puts you one step ahead of competition. It is capital of the highest sort.

We have spoken at some length on capital in retail baking. Let us now consider some of the things which are debits in addition to bills payable. Here they are:

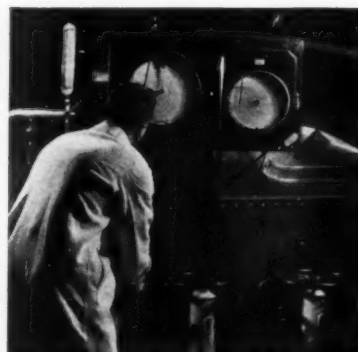


A SEA OF YEAST growing in the fermenters at a Fleischmann manufacturing plant. Billowing and foaming is caused

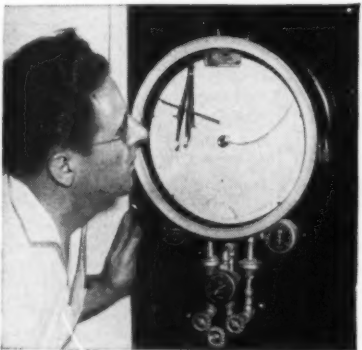
by the vigorous aeration that is required to stimulate growth and reproduction of the yeast cells while inhibiting



SEED YEAST IS "BABIED" in small flasks at the start—then repeatedly transferred to ever larger containers. Thus growth of the yeast is carefully watched through every stage of propagation, assuring highest standards of purity.



TO KEEP GROWING YEAST HARDY, one of the most important factors is the right temperature. Here a Fleischmann technician carefully regulates the temperature of the wort in the fermenters to help assure hardy yeast.



IN THE FLEISCHMANN LABORATORIES, Floyd Schoonover, in charge of the Commercial Baking Unit, checks proof box controls. Fleischmann specialists constantly carry on carefully controlled research on bakery products and methods.



BREAD FROM THE COMMERCIAL BAKING UNIT is scored for quality by E. H. Lee, Asst. Mgr., and Howard Clark, Mgr., of Fleischmann's Technical Service. The latest developments in bakery research help you make better baked goods.

"MIRACLE WORKERS"

How billions of tiny you better baked goods ... aid

• An amazing plant, your yeast! It enables you to produce baked goods of top flavor, quality and saleability. It can help reduce your operating costs ... It helps you to operate profitably.

For 80 years, the Fleischmann organization has devoted its effort to bringing the bakers of our country yeast that is dependable in quality and performance ... meets every requirement. The work of Fleischmann scientists and research experts never stops.

With the same thoroughness, Fleischmann Service people are at work in every phase of the baking

Make it better...
sell more of it

1. Fear. Breathes there a bakery owner with soul so dead who never has experienced fear. When fear comes, cut it off. It cannot make money for you. Do not fear failure, nor your competitors. Fear shuts in, jails your best qualities, keeps them from expressing themselves. You can be cautious without becoming fearful. When you find yourself getting fearful of any business condition, this is a signal to get busy on some promotion idea. This is the practical way to eliminate fear. The busy manager does not have time nor energy to fear.

2. Intolerance. America, the

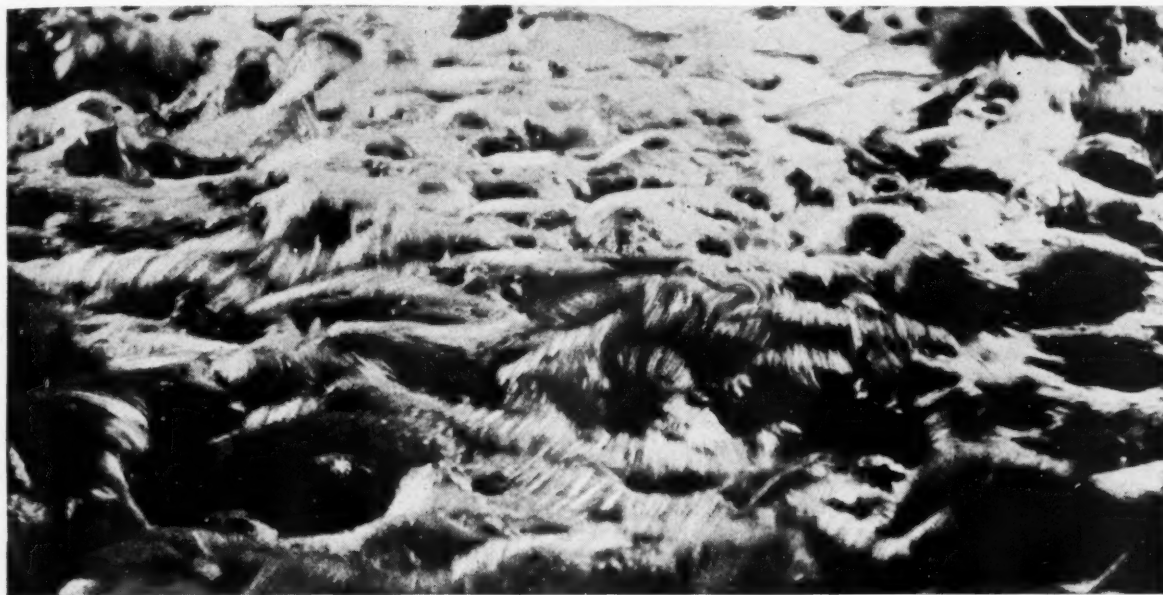
great melting pot of nations, is built on the idea of tolerance as a great virtue. Be tolerant of your competitors and their practices. Take your eyes off of what others are doing. Try instead to make your own business as perfect as possible, and things will right themselves in short order.

3. Criticism. There are some business men who get into the habit of criticizing everything that doesn't happen to fit in with their own ideas. This is a bad business policy. A good rule is not to criticize any business procedure, unless you can offer something better in its place.

Most folks who criticize do not know all the facts of the case. If they did, they would be much wiser.

4. Suspicion. Don't be a suspicious merchant. It sours your entire outlook. It does not make friends. You need plenty of friends to make your business succeed. Credit bureau records show that 98% of Americans pay their bills—evenually. This means they are honest. Be cautious, but don't be looking for trouble in the other fellow.

5. Worry. Worry is a business man's worst foe. It can sap his strength, make him fearful. Don't carry all your business troubles



fermentation. Throughout production, "micro-biological" purity of the yeast is maintained through exacting scientific

controls. No molds, wild yeast or bacteria must intrude to impair performance at the bakery.

OF YOUR DOUGH...

yeast plants assure
... simplify production
profits

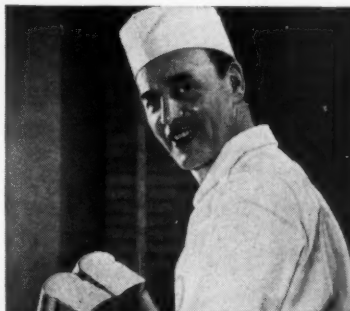
business... to help solve bakery
production problems and build
bakery business.

You'll agree with the bakers



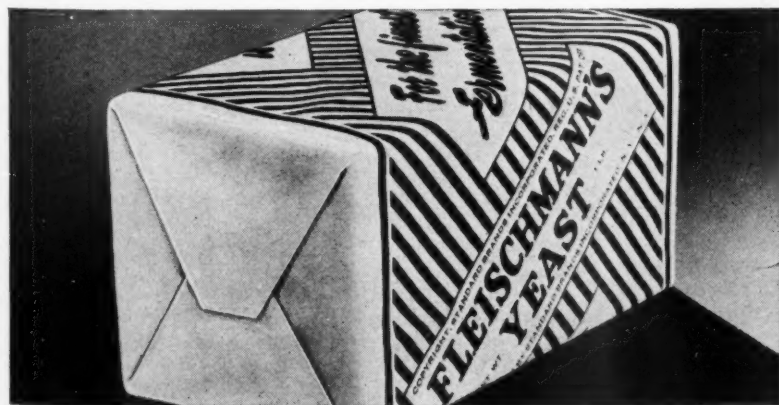
who say: Use Fleischmann's Yeast for the finest fermentation. Keep quality and sales high with Fleischmann service.

← **OVER 80 YEARS OF SALES EXPERIENCE**, plus up-to-date factual information, enable Fleischmann to furnish bakers with potent merchandising material. Here, on the right, Frank McClymer, Fleischmann New York Area Sales Manager, discusses Fleischmann's contribution to the Bakers' Enrichment Program with a bakery customer.



THOUSANDS OF BAKERS who have been using Fleischmann's Yeast for years agree: "Fleischmann's Yeast gives the finest fermentation in every type of dough. And Fleischmann Service, which comes to us through our local Fleischmann men, assists in saving time and money in a wide variety of bakery operations. It covers every possible need."

IN THE NEW BRIGHT BLUE-AND-WHITE WRAPPER. Famous for 80 years, bakers know there's no finer yeast in the world than Fleischmann's. Remember, "Fermentation is our business."



with **FLEISCHMANN'S YEAST**
FERMENTATION IS OUR BUSINESS



DOUGHNUT BAG—The Royal Food & Sandwich Co., Durham, N.C., adds meaning to the slogan "fresh as a daisy" by using the above-pictured glassine bag for its Royal Donuts. Each package contains one doughnut, is marked to sell at 5¢. The bag is printed in two colors, yellow and brown, by Milprint, Inc., of Milwaukee.

home with you. Plan intelligently. Take all the necessary steps. Then leave the rest to the natural working out of business laws. Don't worry yourself into the grave.

6. Laziness. This debit can withhold success from you. Laziness is something that can only be overcome by effort. Is your bakeshop or store dirty, unpainted, cluttered up? Does it have poor display facilities? Does it need repairs? This shows that you are lazy, for if you were alert you would have taken care of these things long ago. It's fun to work when you have the right ideas. Look for the right ideas in your business. Then your laziness will be drowned out.

7. Carelessness. Here is a debit that can be very costly. In business carelessness usually costs the owner actual cash. A job done carelessly must usually be done over again. Then the cost doubles, but the revenue remains the same. If you do things well, you will find that this is the cheaper way, and it yields the most satisfaction. Your customers will not put up with carelessness in your business.

8. Lack of business training. This is a debit which can work havoc. If you do not have the necessary training so that you can operate your business profitably, then remedy this situation as quickly as you can. Do you know how to figure mark-up properly? If not, learn how as soon as you can. If you don't you will be making less money than you think you are. Retail training courses, including salesmanship, are available in most vocational schools. You can also learn these fundamentals from books.

The sources of capital and debits which we have discussed in this article are not tangible, but they are directly connected with your pocket-book in one way or the other. Make use of all your sources of capital, and eliminate those debits. If you do, you will be a happy and prosperous retail baker.

—BREAD IS THE STAFF OF LIFE—

In Rome where baking was first a family function, public bakers came to existence about the year 170 B.C.

**Taste Tempters
Hot from Oven**

ROLLS and BUNS

**Bake in Many
Shapes, Sizes**

By A. J. VANDER VOORT

Technical Editor, The American Baker

APPLE CHEESE ROLLS

Mix together:

- 1 lb. 8 oz. sugar (sucrose or dextrose)
- 12 oz. milk solids (non-fat)
- 5½ oz. salt
- 1 lb. 8 oz. shortening

Add gradually:

- 8 oz. egg yolks

Mix together and add:

- 14 oz. yeast
- 8 lb. water (variable)

Then add and mix until nearly smooth:

- 17 lb. bread flour
- 1 lb. 12 oz. dehydrated cheese

Then add:

- 5 lb. chopped cooked apples

Dough temperature 80° F. Punch in about 1 hr. 45 min. To the bench 30 min. later. Scale into pieces, weighing 2 lb. 6 oz. and round up. Allow to rest for about 15 to 20 min. and then run through a bun divider. Then make up into variety of luncheon dinner rolls. Place on well greased pans and allow to proof. Bake at about 390° F.

Note: Do not overcook the apples. Have them slightly firm and drain well. Use the drained liquid in the dough. If desired, the amount of cheese used may be varied to suit individual taste.

KAISER ROLLS

- 14 lb. flour (high gluten)
- 1 gal. water (variable)
- 6 oz. salt
- 4 oz. yeast
- 1 lb. egg whites
- 4 oz. malt
- 1 lb. vegetable oil

Procedure: Add ingredients in the regular manner, putting the oil in the dough when about ¾ mixed. The dough should be thoroughly developed.

Dough temperature 82° F. First punch approximately 2 hr. Second punch 1 hr. Take to the bench 30 min. later.

Scale into pieces weighing about

4½ lb. and round up. Allow to rest for about 15 min. and press off into 36 pieces in a bun divider. Round up and allow to relax. Then make up in Kaiser roll shape and place upside down in cloths and allow to proof. When proofed, turn right side up and bake at about 425° F., using a good quantity of low pressure steam.

SOFT ROLLS

- 25 lb. flour
- 13 lb. 12 oz. water
- 6 oz. salt
- 2 lb. 8 oz. sugar (sucrose or dextrose)
- 2 lb. 8 oz. shortening
- 1 lb. 4 oz. yeast

Method: Dough temperature 80 to 82° F. First punch 1 hr. To bench ½ hr.

BUTTER ROLLS

- 9 lb. flour
- 6 lb. water (variable)
- 8 oz. yeast
- 3 oz. salt
- 14 oz. milk solids (non-fat)
- 1 lb. 4 oz. butter
- 1 lb. shortening

Dough temperature 80° F. First punch 1 hr. To the bench 15 min.

Procedure: Mix together salt, milk solids and part of the water. Dissolve the yeast in the balance of the water. Add the flour and then add the yeast solution. When partially mixed, add the butter and shortening and mix until smooth.

On taking the dough to the bench, roll it out in a rectangular shape about ¼ in. in thickness. Wash the entire surface with melted butter and give a four-way fold. Let rest about 5 min. and repeat with a four-way fold. Let dough rest about 5 min. again and roll out until about ½ in. in thickness.

Cut out with a 2 in. round cutter and place 8 doz. in a greased 18 by 26 in. bun pan. Give light proof and bake at 410° F. As soon as removed from the oven, brush melted butter on top of the rolls.



Cherry Buns—Partytime Favorites

ORANGE CURRANT ROLLS

Cream together:

- 4 lb. sugar (sucrose or dextrose)
- 3½ oz. salt
- 3 lb. 8 oz. shortening
- 8 oz. grated orange rind
- Juice from grated oranges

Add gradually:

- 2 lb. egg yolks

Mix together and add:

- 2 lb. yeast
- 8 lb. liquid milk

Then add:

- 15 lb. bread flour
- 5 lb. pastry flour

When about ¾ mixed, add and mix until smooth:

- 3 lb. 8 oz. currants

Dough temperature 81 to 82° F. Punch in about 2 hr. Take to the bench 25 min. later.

Scale into 40 oz. pieces and round up. Allow to rest for about 10 to 15 min. and divide with a bun press. Round up and place fairly close together on bun pans. Proof and then bake at about 400° F.

As soon as the rolls are out of the oven, use the following icing for the tops:

Orange Icing

- 5 lb. powdered sugar
 - 4 oz. egg whites
 - 4 oz. grated orange rind
 - Juice from 4 oranges
- Add enough water to bring the icing to the desired consistency.

SOFT POTATO ROLLS

- 20 lb. flour
- 5 lb. potato flour
- 16 lb. water (variable)
- 8 oz. salt
- 3 lb. sugar (sucrose or dextrose)
- 2 lb. milk solids (non-fat)
- 3 lb. shortening
- 1 lb. yeast

Directions:

Dissolve the yeast in part of the water. Cream smooth the salt, sugar and shortening. Add the balance of the water then the flour and on top of the flour add the potato flour and skim milk solids. Add the yeast solution next. Mix on slow speed until the dough is smooth.

Dough temperature 78° F. First punch, about 1 hr. 30 min. To the bench 15 min. later.

BUTTER BISCUITS

Mix together:

- 1 lb. sugar (sucrose or dextrose)
- 1 lb. butter
- 12 oz. shortening
- 4 oz. salt
- 10 oz. milk solids (non-fat)

Mix together and add:

- 1 lb. yeast
- 10 lb. 8 oz. water

Then sift together, add and mix until smooth:

- 16 lb. flour (variable)
- 5 oz. baking powder

Dough temperature 90 to 92° F. Roll out to about ¼ in. thickness. Grease lightly with butter. Fold again. Grease again. Cut with a 2 in. plain round cutter. Bake at about 400° F. An 8 by 26 in. bun pan holds 8 doz.

CHERRY BUNS

Make a dough as follows:

Mix together:

- 1 lb. sugar
- 1 oz. shortening
- 1 oz. salt
- 12 oz. egg yolks
- Lemon to suit
- A pinch of cardamon

Mix together and stir in:

- 3 oz. yeast
- 1 qt. milk (80° F.)

Then add and mix smooth:

- 3 lb. 8 oz. bread flour

Allow the dough to ferment for about 2 hr. and punch. Allow to rest and then take to the bench.

Cut dough into 2 oz. pieces; mould round and place on pans about 2 in. apart. Allow to proof and then with a round object, press an indentation about 1½ in. in diameter in the center of each bun. Wash with an egg wash and fill with cherry pie filling. Bake at about 390° F.

FRENCH DINNER ROLLS

- 6 lb. pastry flour
- 14 lb. bread flour
- 12 lb. water (variable)
- 8 oz. salt
- 6 oz. sugar (sucrose or dextrose)
- 4 oz. shortening
- 14 oz. yeast
- 9 oz. malt

Dough temperature 78° F. First punch approximately 50 min. Second

Rolls and Buns

ROLLS and buns of all types are great favorites in many homes and restaurants. Without becoming monotonous they may be served three times a day. Because the public becomes tired of being served the same type day in and day out, it is of the utmost importance that a variety be served. Many different shapes can be produced because roll and bun doughs lend themselves readily for doing so. A variety of toppings also will help to create appetite appeal. Sesame, poppyseed and caraway add to the flavor and attractiveness of the rolls. Rolls and buns should be sold and served while fresh. Buns and rolls that are stale will not increase business but will be a distinct detriment to future sales. With modern retarding boxes it is possible to bake them at various times during the day so that customers will receive them hot from the oven. An attractive display in the window and showcases of variety rolls and buns in small baskets, like those used in many high class restaurants, will attract the attention of shoppers. Show cards and window strips often can be obtained free of charge from various allied concerns. The sales force should be alerted to push these profitable items. An excellent opportunity for increased profits is offered to the baker who is willing to expend some effort in the promotion of sales of variety rolls and buns.



A. J. Vander Voort

punch 30 min. Take to the bench 30 min. later.

Scale into pieces weighing about 4½ lb. and round up. Allow to rest for about 15 min. and press off into 36 pieces in a bun divider. Round up and give about half proof. Then make up into desired shapes and place on proofing peels. Proof and then bake at about 420° F. Use plenty of steam.

ICEBOX SOFT ROLLS

9 lb. 12 oz. bread flour
3 lb. 4 oz. pastry flour
8 lb. cold milk
1 lb. 8 oz. yeast
4 oz. salt
2 oz. malt
1 lb. sugar (sucrose or dextrose)
1 lb. 8 oz. shortening
6 oz. egg whites

Dough temperature 60° F.

Procedure: Dissolve the yeast in part of the cold milk. Place the ingredients in the mixer in the regular order, adding the yeast solution on top of the flour. Mix until smooth. As soon as the dough is mixed, place it in the refrigerator for 1 hr.

Important: If the dough is to be left in the refrigerator overnight, use only ½ the amount of yeast.

Make into desired shapes when the dough is removed from the refrigerator.

This dough may be made into butter rolls by proceeding in the following manner:

For each 6 lb. of dough, roll in 1 lb. 8 oz. butter. Give one three-way fold and one four-way fold. Place the dough back in the refrigerator for about 15 min. after each folding.

EGGSHELL ROLLS

15 lb. flour (high gluten)
8 lb. water (variable)
6 oz. yeast
4 oz. salt
½ oz. yeast food
12 oz. sugar (sucrose or dextrose)
4 oz. malt
14 oz. shortening
1 lb. 4 oz. egg whites

Dough temperature 82° F. First punch 1 hr. 40 min. To the bench 50 min. later.

Method: Mix the dough in the usual straight dough procedure, adding the egg whites when the dough is about ¾ mixed.

Scaling weight for hard rolls, Kaiser rolls, etc.—5 lb. to a 3 doz. press; for New York rolls—10 oz. for a string of ½ doz.

Use plenty of steam while loading the rolls into the oven. Leave the steam turned on until the rolls have a fairly good color.

YEAST RAISED CORN ROLLS

2 lb. corn meal
3 qt. water
Bring water to boil and stir in corn meal. Allow to cool.

Put above cooled preparation in mixer and add:

1 lb. sugar (sucrose or dextrose)
1 lb. whole eggs
2 oz. salt
12 oz. milk solids (non-fat)
6 lb. flour
1 qt. water
8 oz. yeast
1 lb. shortening

Dissolve water and yeast and add on top of flour. Add shortening when dough is ¾ mixed.

Temperature 78° F. First punch 1 hr. 45 min. Second punch 1 hr. To bench 15 min.

Scale 3 lb. to a 3 doz. press. Round up plain or as for clover leaf and put in muffin pans. Proof, bake and wash rolls, on coming from oven, with melted butter.

FANCY SOFT ROLLS

12 lb. flour
4 lb. pastry flour
11 gal. water (variable)
1 lb. yeast
4 oz. salt
3 lb. sugar
3 lb. shortening
1 lb. whole eggs

Mix in regular sequence as for soft rolls. Mix until thoroughly incorporated or smooth. Mix in low to medium speed. Do not overmix.

Temperature 80° F. First punch 1 hr. 45 min. Bench 15 min.

Scale 2 lb. 12 oz. to a 3 doz. press. Make into fancy shapes. Wash with egg wash. Give ¾ proof and bake at 400 to 410° F.



A Variety of Sweet Rolls

HARD ROLLS

6 oz. sugar (sucrose or dextrose)
8 oz. salt
1 oz. yeast food
12 oz. shortening
4 oz. malt
13 oz. yeast
20 lb. flour (high gluten)
13 lb. water (variable)

Procedure:

Dissolve the yeast in part of the water. Place the sugar, salt, yeast food and malt in the mixer and add the balance of the water. Then add the flour. When partially mixed, add the yeast solution. When about ¾ mixed, add the shortening and mix to a smooth dough.

Dough temperature 80 to 82° F. First punch 1 hr. Second punch 45 min. Take to the bench 15 min.

Scale into 4½ lb. pieces and round up. Allow to rest for about 15 min. and press off into 36 pieces in a bun divider. Round up and give about half proof. Then make up into desired shapes. Place between dusted cloths or on peels. Proof and bake in a hot oven. Use plenty of steam.

SOFT ROLLS (SPONGE)

Sponge

9 lb. flour
5 lb. 8 oz. water
6 oz. yeast
½ oz. yeast food
1 oz. malt syrup
Sponge temperature 78° F. Sponge time 4½ hr.

Dough

5 lb. flour
2 lb. 8 oz. water
4 oz. salt
1 lb. 6 oz. sugar (sucrose or dextrose)
1 lb. 6 oz. shortening
12 oz. milk solids (non-fat)
Dough temperature 80° F. No floor time.

FRENCH CRESCENTS

Mix together:

1 lb. sugar (sucrose or dextrose)
4½ oz. salt
12 oz. yolks
4 oz. whole eggs

Add:

6 lb. milk

Then add:

15 lb. bread flour (variable)

Mix together and add:

2 lb. milk
6½ oz. yeast

Mix to a medium stiff dough. Allow the dough to relax and then roll out to about 1 in. thickness. Then spot on ¾ of the dough 3 lb. 8 oz. butter. Fold over similar to making Danish.

Place in the refrigerator and allow to rest. Roll out the dough and fold again. Allow to rest again and repeat rolling and folding. After giving the dough a little rest make up into units of desired size.

RYE DINNER ROLLS

21 lb. bread flour
4 lb. white rye
14 lb. water (variable)
5 oz. salt
1 lb. 2 oz. yeast
1 lb. 4 oz. milk solids (non-fat)
3 lb. sugar (sucrose or dextrose)
3 lb. shortening
4 oz. malt

Dough temperature 80 to 81° F. First punch, approximately 1 hr. 20 min. Second punch 30 min. To the bench 10 min. Scale and make into various bun and soft roll shapes.

Procedure: Mix together sugar, salt, malt and milk solids. Dissolve the yeast in part of the water. Add the balance of the water to the mixed ingredients and then add the flour. When partially mixed, add the yeast solution. When the dough is about

(Continued on page 65)



Taste-Tempting Rolls

HAROLD McGHEE LEAVES HANSCOM BAKING CORP.

NEW YORK—Harold McGhee resigned Sept. 1 as plant manager for the Hanscom Baking Corp., to become vice president of Brown's Hungarian Corp. and of the Tanner-Evans-Siney Corp. of this city.

He entered the industry with the Kansas Milling Co. and later was in charge of the laboratory of the Marion, Ohio, mill. His later connections included the position of research director for the Michigan Bakeries, in charge of manufacture of all products for National Tea Co. and association

with the Commander-Larabee Milling Co. in the development of its soy flour business. He installed a large bakery in Venezuela just previous to his association with Hanscom in Long Island City.

—BREAD IS THE STAFF OF LIFE— BAKE RITE EXPANSION

STEVENS POINT, WIS. — The Bake Rite Baking Co. here has purchased the wholesale bakery routes and truck fleet of the Weber Baking Co., Madison, Wis., and is distributing its own products in the Madison area. The Bake Rite firm also is renting storage space from the Weber company for use as a distribution

point. The acquisition gives Bake Rite an outlet in Madison, where the firm has been awarded a contract to serve Truax Field with bakery goods.

—BREAD IS THE STAFF OF LIFE— BAKERY SANITARIANS PLAN ANNUAL MEETING

CHICAGO—The first annual meeting of the National Association of Bakery Sanitarians is scheduled for October 10-12 at the Sherman Hotel, Chicago.

Louis A. King, Jr., program chairman, announces that many speakers have been obtained for the meeting and panel discussions on several phases of

NEON SIGNS BOOST SALE OF PIES

Bakery trucks with neon signs announcing "Peerless Pies" are being featured by Peerless Pies, Inc., and are winning wide comment in this Intermountain area. The letters are 6 in. high and are in green tubing. "They are illuminated billboards on our trucks," reports J. Charles Kreeck, proprietor of Peerless Pies. "And they more than pay for their cost and upkeep by the extra business which they attract in the early and late hours on the delivery rounds."

sanitation will be held. This meeting is intended primarily to be educational, supplying the most recent knowledge of sanitary practices.

All members of the baking industry and allied fields are invited to attend by Mr. King. Registration can be made through Dr. E. L. Holmes, secretary-treasurer, 2736 N. Mildred Ave., Chicago 14, Ill.

—BREAD IS THE STAFF OF LIFE— FLAVOR FIRM MOVES TO NEW CHICAGO BUILDING

CHICAGO — Neumann-Buslee & Wolfe, Inc., Chicago, manufacturer of flavors, perfume compounds and related essential oil products, now is located in its new building in Chicago. Sufficient adjoining space has been purchased to allow for further expansion and development.

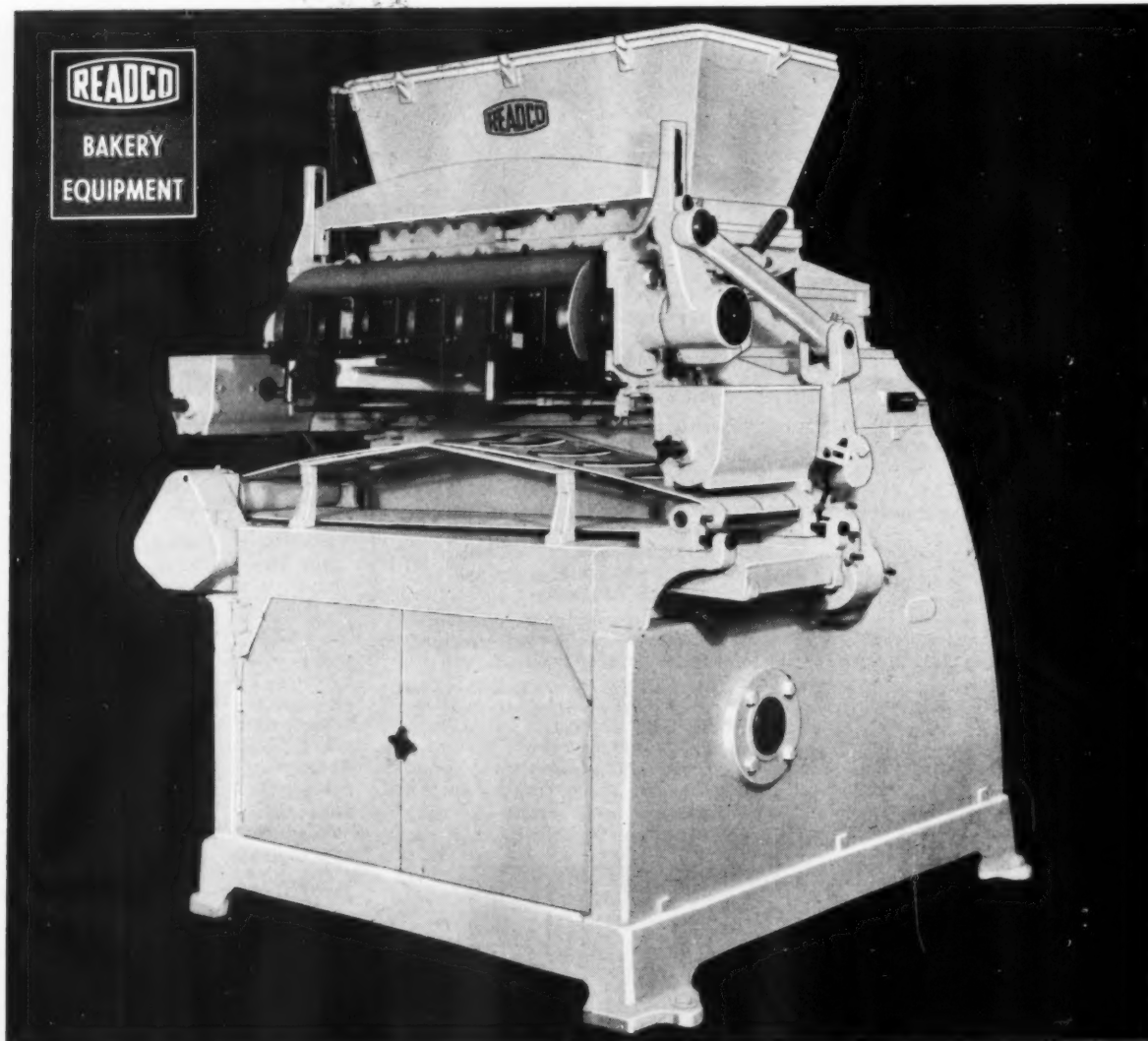
Officers and directors of the firm are John Buslee, president and treasurer; Nicholas A. Kern, secretary, and J. B. Kielhofer, assistant treasurer. Mr. Buslee began his career in the essential oil industry with M. L. Barrett & Co. in 1900 and was one of the pioneers in the introduction of certified food colors after the passage of the Food & Drug Act in 1906.

—BREAD IS THE STAFF OF LIFE— MANAGEMENT BULLETIN

CHICAGO—The third in a series of three bulletins on the general subject of modern management, by Don F. Copell, Wagner Baking Corp., Newark, N.J., immediate past president of the American Society of Bakery Engineers, has just been sent to the membership. The third in the series is entitled, "Testing the Applicant." This 15-page bulletin covers the general description of the method of testing applicants for their various skills and capacities and includes test forms, instructions on induction of the employee, methods of instructing the employee, and specimen forms covering interviews both in person and by telephone, as well as an employee appraisal and progress report. A copy of the bulletin will be sent on request to the secretary, Victor E. Marx, Rm. 1354, La Salle-Wacker Bldg., 121 W. Wacker Dr., Chicago 1, Ill., if a 9¢ stamped addressed long envelope is enclosed.

—BREAD IS THE STAFF OF LIFE— BULLETIN AVAILABLE

CHICAGO—A paper on the relation of dividing, rounding and intermediate proofing to dough development now is available from the American Society of Bakery Engineers, Chicago. The paper was presented by Elmer Trautman, Hathaway Bakeries, Watertown, Mass., at the annual meeting of the ASBE. A copy may be obtained on request to Victor E. Marx, ASBE secretary, Room 1354, La Salle-Wacker Bldg., 121 W. Wacker Drive, Chicago, if a 6¢ stamped addressed long envelope is enclosed.



DIVIDERS BY READ STANDARD

Readco Dividers maintain consistent, economical production of uniform loaves of accurate weight... regardless of production demands and the condition or type of dough being handled. They provide quiet, dependable operation throughout years of severe use.

Readco Dividers are easily cleaned and maintained. They can be opened for thorough cleaning after each day's run without the use of tools or dismantling. All parts are

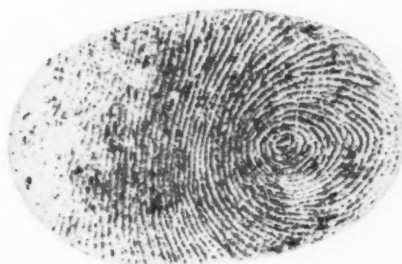
conveniently located, readily accessible and protected from dirt and damage.

When you buy a Readco Divider, you buy with an eye to top performance and profit.
Bakery • Chemical Division: York, Pennsylvania
• Los Angeles, California.

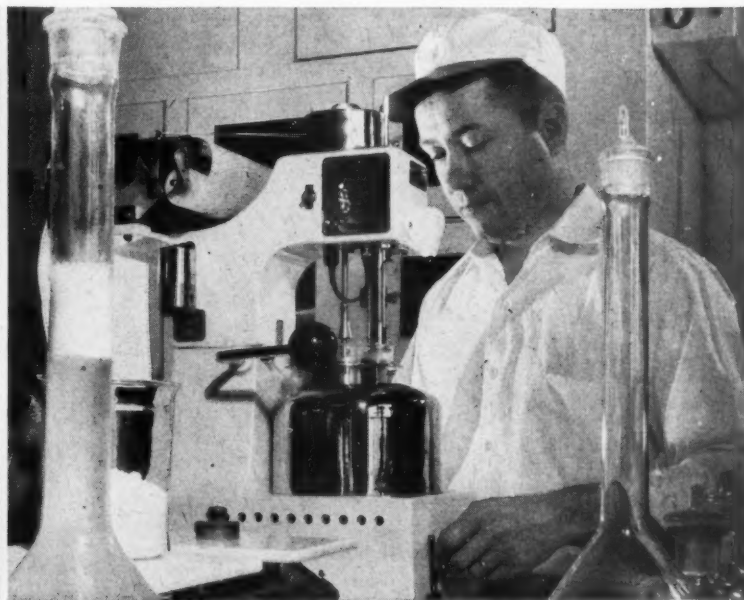
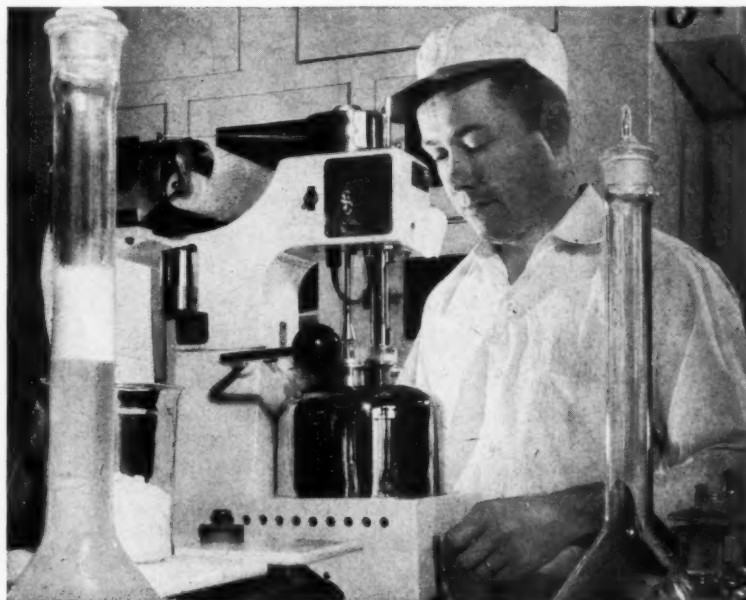
READ STANDARD
CORPORATION



The case of the Penthouse prints



Same thumb? Don't say no too quickly. An expert will tell you the one on the right is the *reverse* of the other, but made by the same thumb. The villain stood on a narrow window ledge, left this print on the outside of the glass. It was photographed through the window.



DOUBLE CHECKING, with the amylograph, the malt level of newly milled flour.



Same flour! Never an uncertainty when you say "Atkinson". Your own production line is the best judge of flour—and it will tell you that the kind you buy this time is the same as the last, when it's an Atkinson brand. Long runs, accurate milling, precise aging, extra tests—they all add up to uniformity. Bin-Aged* means that your flour is delivered fully aged, ready to use. Switch to Atkinson.

ATKINSON MILLING CO.

MINNEAPOLIS, MINNESOTA



REG. U. S. PAT. OFF.

Questions & Answers

A SERVICE FOR BAKERS

Conducted by

Adrian J. Vander Voort

Technical Editor of The American Baker

Whipped Cream Cakes

Do you have a formula for Swedish apple tortes? I also am interested in a formula for a good whipped cream cake.—J. H. V., Ill.

I am sorry that I am not acquainted with the Swedish apple torte. This may be because in many localities the same item goes under different names. If you can send a sample of this product, I will see what I can do in the way of formulas. Below are four formulas for making whipped cream cakes and a formula for a stabilized whipped cream.

WHIPPED CREAM CAKE

Yellow Layers, 120% Sugar

Cream together for about 5 min.:

5 lb. cake flour
2 lb. 6 oz. emulsifying type shortening

Mix together and add for about 3 min.:

6 lb. sugar
4½ oz. baking powder
2½ oz. salt
2 lb. 4 oz. milk

Then add and mix for about 8 min.:

2 lb. 8 oz. whole eggs
2 lb. 8 oz. milk
Vanilla to suit

Deposit into pans of desired size and bake at about 360° F. When baked and cooled, wash the layers with a sugar syrup which contains equal parts of invert syrup and water, merely mixed together. This syrup prevents the cream from soaking into the cake.

Then place about ½ in. stabilized cream between the two layers. Cover the top smoothly with whipped cream, and cover the sides sparingly. Then cover the sides of the cakes with good cake crumbs which have been passed through a coarse sieve.

If desired, instead of filling the cakes with cream, a good fruit filling may be used.

GOLD CREAM CAKE

Beat together:

1 lb. 4 oz. egg yolks
5 lb. sugar

While beating, add:

7 lb. 8 oz. cream (36 to 38% B.F.)

Beat this to the consistency of sponge cake.

Sift together and fold in carefully on medium speed:

5 lb. cake flour
2 oz. salt
2 oz. baking powder

Beat together until light and fold into the above by hand:

2 lb. 8 oz. egg whites
2 lb. sugar
Vanilla to suit

Scale 9 oz. into a 7 by 1½ in. layer pan or 12 oz. into an 8 by 1½ in. layer pan.

Bake at 340 to 360° F. When baked and cool, fill and cover with either true whipped cream or the stabilized cream.

The American Baker, without cost to its subscribers, offers through Mr. Vander Voort, technical editor of The American Baker and Head of the Baking Department, Dunwoody Industrial Institute, to answer and analyze production problems. Samples of baked goods should be sent to Mr. Vander Voort, Dunwoody Industrial Institute, Minneapolis, where the laboratories and facilities of the school are at the disposal of the readers of The American Baker; communications should be addressed to The American Baker, 118 South Sixth Street, Minneapolis, Minnesota

COMMERCIAL SPONGE CAKE (De Luxe)

Beat together until light:

15 lb. eggs
15 lb. sugar
3 oz. salt
9 oz. milk solids (fat free)
¼ oz. mace

Add:

Vanilla to suit

Then add gradually:

4 lb. 8 oz. hot water

Sift together and fold in carefully:

9 lb. cake flour
2 oz. baking powder

Run out into sheets, layers, cups, etc. Bake at about 380° F.

CHOCOLATE DIVINITY CAKE

Beat together:

10 oz. egg yolks
2 lb. 8 oz. sugar

While beating, add gradually:

1 qt. whipping cream (36 to 38% B.F.)

Sift together:

2 lb. 8 oz. cake flour
1 oz. baking powder
1 oz. salt

Add this alternately with:

1 lb. 12 oz. milk
Vanilla to suit

Stir in:

8 oz. melted bitter chocolate

Then beat together until light and fold into the above mixture:

1 lb. 4 oz. egg whites
12 oz. sugar

Scale 9 oz. into 7 by 1½ in. layers, 12 oz. into 8 by 1½ in. layers.

Bake at about 340 to 360° F. When baked and cool, cover with either true whipped cream or the stabilized cream.

STABILIZED WHIPPED CREAM

1 gal. whipping cream (36% B.F.)

1 pt. hot water (about 160° F.)

1½ oz. gelatine

12 oz. granulated sugar

Dissolve the gelatine in the hot water and stir this into the cream. Place in a refrigerator to chill for at least 2 hr. It may be kept at this stage for several days. Whip up at slow speed. The sugar is added just after the cream is whipped up and it is nearly finished. Then add a little pure vanilla extract.

Pecan Pie

Some time ago you sent us, on request, a very good formula for pecan pie. It make 25 9 in. pies. We have lost the formula and would like to receive a duplicate.—R. T., N.Y.

I do not know if the following formula is the same as the one you lost, but I am sure you will find it very satisfactory.

Mix together:

3 lb. 8 oz. cornstarch
2 lb. sugar
2 oz. salt
½ oz. cinnamon

Add and mix in:

3 lb. butter
1 lb. shortening

Stir in:

4 lb. honey
28 lb. corn syrup

Place 4 oz. pecans on the bottom of a number of 9 in. unbaked pie shells. Pour the filling on top and bake at about 370° F.

Date Pie

I understand that you have a new formula for date pie. This sounds very interesting, and I would appreciate receiving such a formula.—W. A. R., Ohio.

Here are two formulas. Very frankly, I do not know if they are new, but at least they may be different.

DATE CREAM PIE

Boil:

2 qt. milk
1¼ lb. sugar
¼ oz. salt
Vanilla

Mix together:

6 oz. starch
¼ qt. milk

Add to starch mixture and mix well:

8 eggs

When milk in the kettle starts to boil add the starch mixture slowly and stir well until thick.

Then add and stir in well:

1 oz. butter

Then mix in 2 lb. chopped pitted dates. Fill into baked pie shells and allow to cool. Then cover with meringue and bake to a golden brown color.

DATE CUSTARD PIE

Mix together:

2 lb. 8 oz. whole eggs
2 lb. granulated sugar
¾ oz. salt
¼ oz. nutmeg
Vanilla to suit

Then add gradually, stirring well:

8 lb. liquid milk

Allow this filling to stand for about 30 min., stirring it now and then, in order to thoroughly dissolve the sugar. Then place about 5 oz. chopped dates in a number of unbaked 9 in. pie shells. Fill the shells with the above custard and bake, until set, at about 380° F.

This formula will make from eight to 10 pies.

Brown Bread

We would like to obtain a formula for brown bread using 5 gal. water, 23 lb. white flour and 20 lb. rye flour. We also are interested in a formula for date and nut bread.—F. H. R., Ohio.

Here is a formula for making Boston brown bread using the ingredients you mentioned, along with a formula for date and nut bread.

BOSTON BROWN BREAD

Mix together:

10 lb. sugar
2 lb. 8 oz. shortening
1 lb. 4 oz. salt
1 lb. 4 oz. soda

Add:

7½ qt. molasses

Dissolve:

1 lb. 4 oz. yeast in 5 gal. water

Add these to above then mix in:

4 lb. corn meal
3 lb. whole wheat flour
20 lb. rye flour
23 lb. bread flour
15 lb. raisins

Note: More raisins may be used if desired.

DATE NUT BREAD

Mix together:

14 lb. granulated sugar
1 lb. shortening
4 oz. soda
4 oz. salt

Add gradually:

5 lb. whole eggs

Stir in:

9 lb. ground dates (pitted)
16 lb. water (at about 120° F.)

Sift together, add and mix in:

12 lb. pastry flour
2 oz. baking powder

Then add and mix in:

4 lb. pecan or walnut pieces

Note: More nut pieces can be used if desired.

—BREAD IS THE STAFF OF LIFE—

SNOWWHITE CAMPAIGN

C. R. Hill, Jr., general manager of Snowwhite Baking Co., Muskegon, Mich., has authorized Ruse & Urban, Inc., Detroit advertising firm, to proceed with an extensive campaign for its new product "Snowwhite's Lax-A-Bran Bread."

Accepted...



RED STAR YEAST & PRODUCTS COMPANY, MILWAUKEE 1, WISCONSIN



BAKERY MERCHANDISING

Automatic Vending of Bakery Products



Pastry Vending Machines Are Merchandising Naturals

A Rapidly-Growing Merchandising Field Holds a Vast Potential

By Henry S. French

Editorial Staff, The American Baker

THE sale of bakery goods through automatic vending machines offers a vast new potential for the baking industry.

Although as yet such a method of distribution of bakery products is largely an uncharted sea, a few bakers with pioneer instincts have jumped in the swim and found the water fine. Others are contemplating it and many more might find it one remedy for lagging sales and a chance

to grow with an expanding economy.

The automatic merchandise industry, a thriving and still growing one, realizes the need for diversification, and welcomes any new product that moves readily and offers a fair margin of profit.

That the industry is successful is shown by figures obtained from the National Automatic Merchandising Assn., Chicago. Automatic merchandising is the fourth major branch of retail distribution, following over-the-counter, house-to-house, and mail order.

According to Vend magazine, authoritative trade paper for the industry, there are around 1¼ million machines in operation in the U. S., not including penny machines. More than 15% of the cigarettes smoked in America are bought from machines. One out of every four candy bars sold comes from automatic vendors.

Bakery goods fulfill the specifications for a machine-vended product. An item to be sold through machines should have the following characteristics. Be an impulse or emergency item; have a fast turnover; be in a reasonably compact package; be consumed at or near the point of purchase; sell for less than \$1, preferably

25¢ or under; have a well-known brand name; not require sales effort.

List of Products Expanding

Although the machine sale of candy, soft drinks, cigarettes and many other products is an old story, members of the industry are expanding their list of products.

In the last few years such items as apples, grilled frankfurters, soup, cigars, vitamins, newspapers and handkerchiefs have been added. Products related to the baking industry, including rolls, crackers, doughnuts, cup cakes and cookies, are drawing increased attention.

One member of the automatic merchandising industry, the Johnson Tobacco Co., Chicago, is a pioneer in the distribution of bakery goods by automatic means. The Johnson firm's operations are confined to Sears, Roebuck & Co. installations over the country, serving thousands of employees and, to a large extent, retail store customers.

Maurice L. Heffer, a partner in the Johnson Tobacco Co., has made quite a study of adapting standard types of vending machines to bakery operations. Sweet goods and doughnuts, of course, are "naturals" alongside milk, coffee and cold beverage dispensers.

"Automatic merchandisers," says Mr. Heffer, "are coming to think of their equipment as an outlet for almost any product which is made in sizes that fit the shelves of the machine and is wanted by customers. There

is no limit to the variety of merchandise which can be sold profitably."

"Industrial plants are interested in supplementary employee feeding and are cooperative in any development which will assist in caring for employee needs. Plants working two shifts or working help overtime are desperately in need of this service."

Volume Shows Increase

Mr. Heffer has found that many items in addition to candy, gum and nuts will not only readily sell in venders but in a volume that far surpasses that of the best candy locations.

"Our first experiments," relates Mr. Heffer, "were with such merchandise as sandwiches, pies, pastries and doughnuts, potato chips and cookies, which sold at prices ranging from 5 to 25¢."

"Thirty machines now are vending such items, with a mark-up of 25 to 30%, which is comparatively low, but the machines have averaged a minimum of \$25 to \$50 weekly in sales, which is considered a handsome profit."

"Because of our remote control type of vending operation we have not attempted to make our own sandwiches or pastries, preferring to work through local bakers, caterers or sandwich makers. In each case we have made arrangements locally on a guaranteed sales basis, with the understanding that all unsold merchandise can be returned

Vending Has Own Trade Paper, Association

The automatic merchandising industry is a large one, and has a trade paper serving the field. Vend magazine, the magazine of automatic merchandising, is located at 188 W. Randolph St., Chicago 1, Ill. The editor is G. R. Schreiber. Some of the material in this article and the pictures are used through the courtesy of Vend.

The National Automatic Merchandising Assn. is the national trade organization of merchandising and service vending machine operators, manufacturers and suppliers. Most of its 900 members are operators, or men who distribute various products through machines. The list of vendible products is growing rapidly. Manufacturer members make the machines. The suppliers are the companies that supply the operators with merchandise. The organization was formed in 1936. It is located at 7 S. Dearborn St., Chicago 3, Ill. The executive director is C. S. Darling.

A few manufacturers already supplying vending machines with bakery goods are as follows: Austin Packing Co., Inc., 2930 Washington Blvd., Baltimore, Md.; Blue Jay Food Products, 36 Bainbridge St., Brooklyn 33, N.Y.; Delicia Chocolate & Candy Mfg. Co., Inc., 50 Antin Place, New York 60, N.Y.; Gordon Foods, Inc., 1075 Sylvan Road, S. W., Atlanta, Ga.; Stewart's Inc., 653 Corrine, Memphis 2, Tenn.; H. W. Lay & Co., Inc., 173 Boulevard, N. E., Atlanta, Ga.

Some vending and service machine firms now making equipment adaptable to the sale of bakery products are as follows: William F. Shepherd, Inc., York Street and Freeland Ave., Cincinnati 14, Ohio; Statler Manufacturers Corp., 2112 Broadway, New York; Vend-Rite Manufacturing Co., 1536 N. Halsted, Chicago 49, Ill.; Rowe Manufacturing Co., Inc., 31 E. 17th St., New York 3, N.Y.; Stoner Manufacturing Corp., 328 Gale St., Aurora, Ill.; Cedar Hill Farms, Inc., 6980 Wooster Pike, Cincinnati 27, Ohio; Timm Industries, Inc., 5245 W. San Fernando Rd., Los Angeles 39, Cal.



Cake Products Vender



Maurice L. Heffer

PIONEER IN PASTRY VENDING
—Maurice L. Heffer, partner in the Johnson Tobacco Co., Chicago, was one of the first to experiment with distribution of bakery goods via automatic means. Their volume outstripped old vending standbys, he says.

daily for full credit. "We pay a higher initial price for this service but after a month or so of operation, our returns are negligible and customers are assured of a fresh product," Mr. Heffer says.

The following items have been good sellers for 5¢: Potato chips, stick doughnuts, fig bars, sweet rolls, cookies.

Other items sell well for 10¢: Pies, Danish pastry, fruit cake and a variety of split sandwiches.

Mr. Heffer found that most bakers are interested in expanding the variety of their sales and are cooperative in developing products within a price range and of the proper size for the machines. They also have been helpful in boxing and cellophane-wrapping their products to keep the merchandise sanitary.

It has been found that sandwiches, cakes and pastries sell well if located as part of a battery of machines which include the sale of hot coffee, milk and carbonated drinks.

Quality Ingredients a Must

Because an automatic vending machine is just that and not capable of doing a selling job on personality, it is urged that only the best ingredients for pies, pastries, doughnuts and sandwiches be used, because repeat sales are accomplished only because of customer satisfaction.

Another mechanical merchandiser to find that a line of baked goods suited for sale through venders opened new avenues to profits is New York coffee operator Irving Wolf.

Mr. Wolf, owner of a coffee machine operation, receiving many suggestions that cake venders would serve as a complement to hot beverage dispensers, began a search for a source of supply for bakery products in 1948.

The Fisher Baking Co., Newark, N. J., was cooperative. One of the firm's products, a coffee cake, fitted Mr. Wolf's machines almost perfectly. Mr. Fisher also adapted other products to fill the specifications.

Now, Mr. Fisher supplies Wolf's Vita Fresh Vending Co. with 20 different cake and pastry products packed for vended sales. What's better, from the baker's point of view, more than a dozen other operators

in the New York area have become steady customers. Cake vending in the East seems headed for a period of rapid growth.

Starting with chocolate doughnuts, Mr. Wolf added new cake items gradually, testing consumer acceptance. As one went over, another was tried. Apple turnovers were attempted, then sugared doughnuts. Lemon puffs followed.

Cooperation by the bakery was active. In a number of cases it was found a simple cellophane wrap around standard-size items was enough. In others a special effort had to be made.

For instance a 10¢ portion of pound cake was sliced lengthwise and packed one strip above the other. Jelly rolls had to be altered in shape. Mr. Fisher now prepares them in a flattened oval, slices of which fit neatly into the trays. Again, in the apple turnover, a simple production-line change—folding it square instead of triangularly—did the trick. In all cases, the attempt was made to keep the cake portions equal in weight and similar in appearance to those patrons were accustomed to buy over the counter.

Mr. Wolf pays as high as 75¢ doz. for pastries, depending on type. Chocolate doughnuts, the favorite, cost 68¢, apple turnovers 75¢ and sugared doughnuts, 56¢.

Careful Purchasing Necessary

Since the stock in trade is perishable, purchasing is done with care. Too many returns would make the operation costly. Conversely, if stock is under-ordered, the full sales potential is not exploited. The critical seasons are fall and spring, when capricious changes in the weather are usual.

Ordering is done from day to day. As the week draws to a close, the idea is to run out of stock Friday night. A return of 10 pieces of pastry, including those shown in the machine display windows, is not bad, Mr. Wolf believes.

Some of the overage is disposed of through a single machine where one-day-old cake is vended at a nickel instead of the customary dime.

In the summer a shift in ordering

(Continued on page 58)



UNIQUE PROMOTION—Fred W. Kaepfel, left, sales manager, and George J. Emrich, executive vice president of the Emrich Baking Co., Minneapolis, view the first in a series of 24-sheet posters urging the public to eat in restaurants more often. Truck posters and elaborate point-of-sale advertising aids will be used to back the campaign, which has the support of the Minnesota Restaurant Assn.

It's Fun to Eat Out . . .

Baking Firm's Novel 'Eat Out' Promotion Benefits Customers

An advertising and promotional campaign believed to be unique in the baking industry has been adopted in Minneapolis and St. Paul, Minn.

Announcement of the campaign was made by George Emrich, executive vice president of the Emrich Baking Co., Minneapolis, which supplies restaurants, hotels and institutions exclusively.

"Since our firm has no other concern than the progress of the restaurant industry, we are now promoting that business for our customers by means of a substantial advertising

budget," Mr. Emrich said. "This campaign will constantly remind the public that it's enjoyable and worthwhile to eat out more often."

Employing the phrase "It's Fun to Eat Out" as a continuing theme, Emrichs has selected 24-sheet poster boards at strategic points throughout Minneapolis and St. Paul, as well as in five of the surrounding suburban communities. These will be backed up by 28-in. posters on Emrich's large fleet of trucks.

As presently scheduled, the campaign is to continue on a year-round basis. Posters and truck signs will be changed monthly, maintaining the central "It's Fun to Eat Out" slogan, but changing the illustration and other copy to various seasonal themes.

All restaurants in the Twin City area are being supplied a kit containing samples of point-of-sale materials available from Emrichs at no cost. Included are such items as window streamers, small menu stickers, celluloid buttons for waitresses, counter signs, newspaper mats—all emphasizing the "It's Fun to Eat Out" theme.

The Minnesota Restaurant Assn. is lending its support to the campaign. George LeSavage, association president, has declared:

"The broad coverage and well-directed appeal should very definitely build trade for us. General allied industry advertising, such as this, may be the best answer to seasonal slumps and loss of business due to competing influences."

BREAD IS THE STAFF OF LIFE CLEANLINESS PAYS

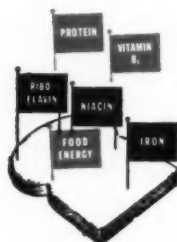
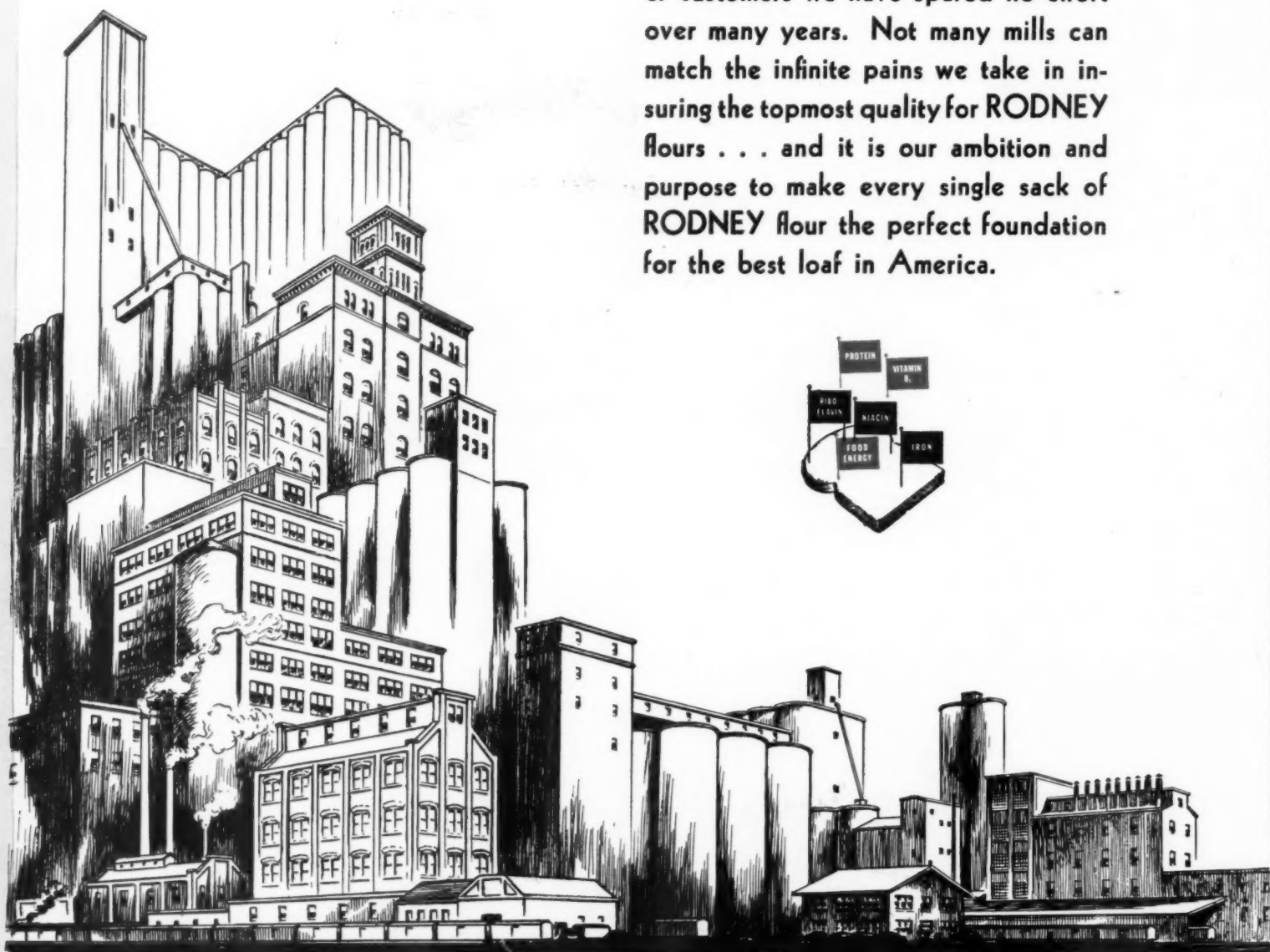
Kenneth Taylor, Springfield, Ore., has hit upon a scheme to capitalize on the customers' insistence upon cleanliness. To point up the cleanliness of his Rolling Pin Bakery he displays his pans and utensils in the show window.



WRAPPING AND SEALING PASTRIES—One corner of the shop of Automatic Coffee Service, Inc., Chicopee Falls, Mass., has been set aside for this purpose. Notice the upturned iron used to thermoseal packages and insure sanitation.



The confidence our customers have in RODNEY flours is a source of real pride to us. For confidence is never built in a day . . . it is earned by a consistent excellence in performance. In earning the confidence of our baker customers we have spared no effort over many years. Not many mills can match the infinite pains we take in insuring the topmost quality for RODNEY flours . . . and it is our ambition and purpose to make every single sack of RODNEY flour the perfect foundation for the best loaf in America.



Mills at Kansas City, McPherson, Lindsborg and Russell, Kansas of the
RODNEY MILLING COMPANY
KANSAS CITY, U. S. A.

CHICAGO OFFICE:
KELLY FLOUR COMPANY
 919 North Michigan Avenue
 Telephone: Superior 1053

BOSTON OFFICE:
SEABOARD ALLIED MILLING CORP.
 1209 Statler Building
 Telephone: Hubbard 8340

Weber Baking Co. Completes Contract for Canned Bread

LONG BEACH, CAL.—The Weber Baking Co. here has completed a contract calling for 13 rail carloads of 10 oz. loaves of white bread canned in key-opening vacuum packed cans. Numerically, more than 500,000 loaves were involved.

The huge operation was carried out by Weber personnel during off-production time, with the added services of 45 employees hired to augment the regular force. One third of the personnel were bakers, one third machine operators and one third truck drivers and helpers. Production was geared up to an output of 50 units a minute, with 100 units a minute as absolute capacity.

The canned white bread was baked according to a special formula of high calorie content, high in relation to the weight and volume. The loaves were baked in two pieces to be enclosed in the can, facilitating an equal division of the bread on consumption. The actual baking process required a slight technical modification in production, such as the removal of the fan at the opening.

Will Remain Edible

Dough from the dividers was placed in the can, the tops clinched but not sealed, thereby allowing the gasses to escape during proofing and baking. The ultimate vacuum was controlled by the time allowed for cooling after removal from the oven and before complete sealing. Cans were further cooled prior to flip-testing, a process developed to ensure vacuum within the tolerance allowed. The bread will remain edible for an indefinite period, and can be brought back to oven freshness by reheating the can before opening, thus driving the moisture back into the loaf.

Among government representatives servicing the contract and supervising the entire operation was Dr. Bob Larson, laboratory head of the Quartermaster Depot. Alfred I. Stubbs, plant manager, was in charge of the operation for the Weber Baking Co. Special machinery for the undertaking was provided by the American Can Co. and the Continental Can Co.

—BREAD IS THE STAFF OF LIFE—

PAPER BOX FIRM SOLD

SAN FRANCISCO—Joint purchase of Raisin-Thiebaut, Inc., one of the West's oldest makers of set-up boxes, has been announced by two executives of Bemiss-Jason Co. of San Francisco, makers of corrugated bag liners and paper trays for bakeries. Buyers are R. P. Bemiss and W. E. Jason, president and vice president respectively of Bemiss-Jason. Wilson J. Field has been appointed as new general manager of the box firm, which is also located in San Francisco.

—BREAD IS THE STAFF OF LIFE—

CAROLINA BAKERS' GROUP PLANS MEETING PROGRAM

CHARLOTTE, N.C. — The executive committee of the Bakers Association of the Carolinas, meeting here recently, formulated complete plans for the 23rd annual convention of the Carolinas bakers' group, scheduled for the Ocean Forest Hotel, Myrtle Beach, S.C., June 14-16, 1952.

Individual programs have been planned for juniors and teen-agers. Outdoor contests for adults will be held as usual, with the exception of the golf tournament, which has been

eliminated because of the absence of a satisfactory course.

Louise Skillman, secretary of the association, has announced that the "Allies, King for a Night," show will again be held, and "The Roaring Twenties" will be presented by the Carolina Showboat. The ladies' entertainment has been moved to the afternoon so that ladies attending the convention can participate in the morning business session.

To take the place of the golf tournament, a golf stag tournament has been set for Sedgefield Golf Course, Greensboro, N.C., Sept. 28-29. Each participant will pay all his own ex-

penses plus a \$5 registration fee, which will be used entirely for the purchase of golf prizes.

—BREAD IS THE STAFF OF LIFE—

DOUGH DEVELOPMENT BULLETIN AVAILABLE

CHICAGO—A paper on dough development, presented by Walter T. Gase, Gase Baking Co., Saginaw, Mich., at the annual meeting of the American Society of Bakery Engineers in Chicago last spring, now is available in the form of a 3-page mimeographed bulletin. The paper described the effect that floor time

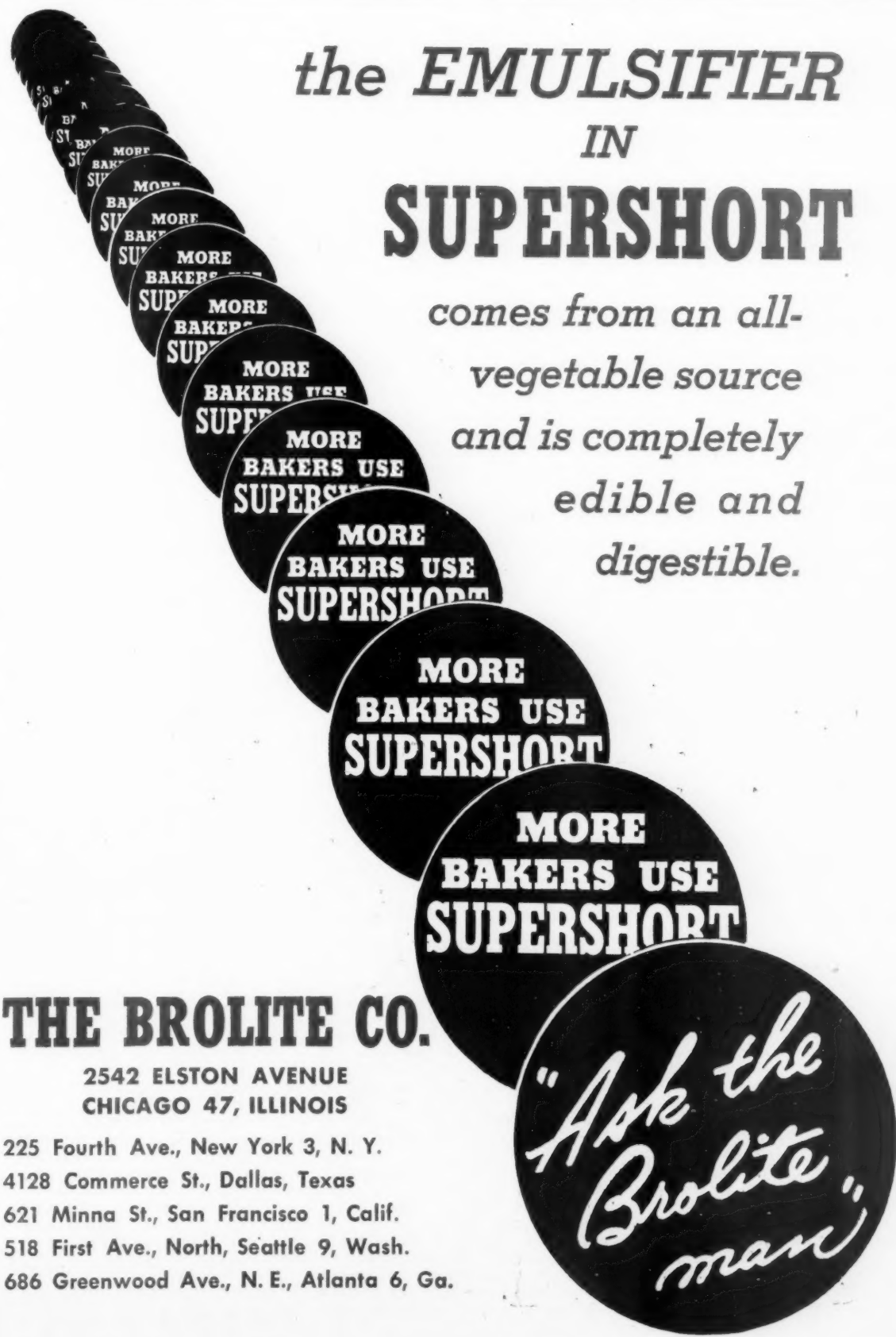
has on optimum developed and hydrated doughs.

A copy of the bulletin is available on request from the society secretary, Victor E. Marx, Rm. 1354, La Salle-Wacker Bldg., 121 W. Wacker Dr., Chicago 1, Ill. if a stamped and addressed envelope is enclosed.

—BREAD IS THE STAFF OF LIFE—

JOINS GOLDEN STATE

SAN FRANCISCO — Appointment of Joe L. Norman, North Little Rock, as sales engineer for the Southeast and Southwest states has been announced by E. A. Seipp, Jr., manager of the Golden State Sales Corp. here.



the **EMULSIFIER**
IN
SUPERSHORT

comes from an all-vegetable source and is completely edible and digestible.

THE BROLITE CO.
2542 ELSTON AVENUE
CHICAGO 47, ILLINOIS

225 Fourth Ave., New York 3, N. Y.
4128 Commerce St., Dallas, Texas
621 Minna St., San Francisco 1, Calif.
518 First Ave., North, Seattle 9, Wash.
686 Greenwood Ave., N. E., Atlanta 6, Ga.

"Ask the Brolite man"

of the sales personnel. A customer who feels that he's just another cash register sale has little compunction about trading elsewhere.

Grievances against the shop account for 14% of the lost customers. Nine per cent of the lost customers found another shop where they can buy for slightly less. Five per cent of the customers are lost for friendship's sake, transferring business to another shop because of a friendly tie there. Three per cent of the lost customers have moved away and are no longer in your trading area. One per cent of the customers lost have been taken away by death.

—BREAD IS THE STAFF OF LIFE—

Milprint Wrap Permits Use of Baker's Label

Labels are used in conjunction with a partially blank Milprint, Inc., "revelation" wrap by Perfect Foods, Lansdale, Pa., for its "Sweetzel Old Fashioned Cookie" line. The same wrapper can thereby be used with



any Sweetzel assortment the company wishes to merchandise. Rather than printing specific product data on the cellophane portion of the wrapper, the baker orders the window blank. He supplies the variable information with a label, and relies upon the glassine area of the wrap for printed brand identification and the eye-appealing design that makes the assortment effective on the store shelf.

Good product visibility is achieved through the cellophane window of the package, while a saving in cellophane is effected by the combination wrapper, Milprint says. The glassine serves the double purpose of concealing the tray required to support the cookies, while providing an economical end wrap affording a "billboard" for the packer's sales message and brand design. The wrap is said to be equally adaptable to unfold or downfold sealing.

UNIQUE PROMOTION BOOSTS FROZEN GOODS SALES

The public was invited to drop in and help itself to the frozen baked foods of the Ahrens Kitchens, Los Angeles, during the opening weekend of this new department of the bakery. E. H. Ahrens operates retail outlets in supermarkets and also supplies bakery goods to stores.

Mr. Ahrens, head of the bakery plant, stressed in this promotion to introduce his frozen goods to the public that, "All the crustiness and flavor of fresh pastry is retained in the freezing."

He is freezing bread, rolls and pastries as soon as they come out of the oven. Even such pastry delicacies as chocolate eclairs, black bottom chiffon, and eggnog pies are included in the Ahrens line.

For two days people simply walked in and opened the freezing and refrigeration units and helped themselves.

SUCCESSFUL SELLING

A Column of Comment

BY WAYNE G. MARTIN, Jr.



Convention Program Planning

WITH the arrival of the fall and winter months, another convention season is with us. The success of these meetings will depend entirely upon how well the programs are arranged. It is a simple matter to prepare a list of speakers, for many people are eager to talk whenever the opportunity presents itself.

However, it seems to us that the basis of a convention program should be the subject matter. That should be the first consideration of a program committee. Speakers can always be found to fit a subject. Experience is more and more showing that the panel type of meeting provides greater value for those attending conventions, and that it draws much larger attendance than do individual speakers, regardless of how capable they may be.

One thing we would like to see at these conventions is more time devoted to merchandising discussions. There is no organization in the baking industry now devoted strictly to sales, and this problem must be carried by all bakery associations. A panel composed of successful bakery sales managers undoubtedly would create a great deal of interest, and lead to the solution of many perplexing sales problems. A discussion of that kind could easily take up one full business session of a convention.

STALE BREAD SALES TO GROCERS REPORTED: Recently we have heard reports from sections of the country that bakers are selling stale bread to some retail grocers, while not offering it to all. We have no idea if these reports are true, but two main factors are mentioned. One is that this bread can be sold at half the regular price, which appeals to families using large quantities of the product. The other is that the longer-keeping quality of today's bread makes so-called stale bread a much more attractive buy than it formerly was.

These reports say that the grocers maintain that stale bread should be sold only at bakers' own plants, or at least through recognized outlets. As might be expected, another complaint is that some bakers deliver more bread than can possibly be used, thus aggravating the stale bread problem. It is admitted, according to these reports, that mass displays increase sales, but there is always bread left over.

This is simply the old stale bread problem in a different guise. The reports we have seen come from retail grocers, and the bakers in those areas may have a different story to tell. We suggest, however, that bakers watch this situation closely, for it might cause antagonisms that would be costly to all concerned.

LABOR DEMAND INCREASES PERSONNEL PROBLEMS: With the demand for all types of labor increasing, both wholesale and retail bakers are becoming confronted with an increasingly serious problem in the personnel of their organizations. Defense industry plants are paying extremely high wages for both skilled and unskilled workers. Usually they promise the latter to train them so that they may move into the higher pay brackets.

As we have previously commented in this column, our defense industries must be manned, but at the same time a bakery driver-salesman, regardless of how efficient he may

be, might not fit into another type of industry. To transplant a salesman of this type into a different industry would be a loss to commercial baking, and it would not add much to the personnel of defense industries.

The only way this problem can be solved is for bakery management to keep in as close touch as possible with its personnel, and to discuss frankly with employees its problems. After all, the production of bakery products is one of the most important activities in the country, and its efficiency cannot be sacrificed. That was proven during both World Wars I and II.

SELLING IN SMALL UNITS MAY BE PROFITABLE: There is a good volume of business available for the

baking industry through catering to families who prefer to buy in small quantities. Perhaps if there are only two or three in a family they would not like to buy a large size cake, a dozen rolls or even a large loaf of bread. Nevertheless, the total volume of this business is considerable.

Many bakers have met this problem by selling cakes in sections, wrapping two or three rolls together, and by packaging their loaves of bread in two sections. There is nothing whatever new in these ideas, but sometimes bakers overlook them.

Regardless of the size of individual sales, the important thing is the total volume of business done. Bakers who cater to the small family business can create a volume which will be profitable to them. Merchandising must be measured to suit the desire of the customer, rather than that of the seller.

"TRIPLE RICH" BREAD LABEL CRITICIZED: While the cooperatives of the country have been accustomed to receive little criticism at the hands

(Continued on page 54)

Methods That Sell to Women . . .

Increase Your Sales Through Display and Eye-Appealing Goods

• By Dorothy Glenn



TO MOVE product, we must move people . . . in other words, we must appeal to the emotions of shoppers. Mr. and Mrs. Homemaker are real shoppers in the true sense of the word. They do look around and shop for the best product, at the best price.

Any advertising program is important in influencing these shoppers. But, we can't let it stop there. Shoppers have repeatedly asked for more and better store displays. It's the merchandising or shop display that is the final buy-appeal to bring increased volume and profit.

Mrs. Shopper would like your merchandising to be a continuous activity in your shop. Of course, special sales must be given extra attention and space as the occasion demands. But, the day to day shop display is the key to good business that means steady volume and profit.

The key to good merchandising of baked goods is "NOW." Good advertising stirs emotions, creates desires, coaxes and persuades and sells the prospective shopper. So too does good merchandising, but it must do it

NOW . . . it must bring immediate returns or be lost forever.

Let's remember price! Mr. and Mrs. Homemaker remember, and look for it. Any store display is better when the goods are priced. There are quantity reductions and special prices for two or three items . . . never forget that it works! If Mrs. Homemaker can save a couple of pennies by buying two dozen cookies . . . or buying your special chocolate cake and coffee cake . . . the chances are in your favor that she'll do it.

Sales figures prove the value of odd pricing. Any item priced at 49¢ will sell much faster than the same item at 50¢. Isn't increased volume just as important to you as anything? Increased volume automatically brings increased profit. The aggressive merchant seeks to have several of the "quick nickel" items for volume and profit . . . and just enough of the "slow dime" items to give ballast to his sales program and to keep customers happy.

Another factor of shop display that all of us should remember is loca-

(Continued on page 54)

SUNNY KANSAS

What a lot of trouble can be saved by buying **SUNNY KANSAS** instead of shopping around! For **SUNNY KANSAS** has the bread-making quality and the shop-saving efficiency that puts this famous brand right up front as a "good buy" for the baker. **SUNNY KANSAS** has won the gratitude and respect of many a baker for its remarkable baking performance. It will win your affection, too. Try it.



THE WICHITA FLOUR MILLS CO.

5,000 Sacks Capacity
WICHITA

1,000,000 Bushels Storage
KANSAS

CABLE ADDRESS, "SENTINEL"

King Milling Company

High Grade Michigan Soft Wheat
Flour, Plain and Self-Rising
Successful Millers for Fifty Years
LOWELL, MICHIGAN

ACME RYE

A HIGH QUALITY
WISCONSIN RYE FLOUR
All Grades

FISHER-FALLGATTER MILLING CO.
WAUPACA, WISCONSIN

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ERY OWNERS ☐ SUPERINTENDENT
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Baking First Among Food Industries in Plants, Employees

CHICAGO—The baking industry in 1950 ranked first among the food industries in the number of manufacturing establishments, in number of employees and the size of the payroll, according to Dr. Franklin Church Bing, consultant in the food and drug field and former director of the American Institute of Baking.

Mr. Bing contributed the article, "Bread and Bakery Products" to the 1951 Britannica Book of the Year, according to Walter Yust, editor-in-chief of Encyclopaedia Britannica and of the Britannica Book of the Year.

Estimates of important agricultural products used as ingredients by the baking industry of the U.S. in 1950 included approximately 12,500 million pounds of flour, 1,200 million pounds of lard and other shortening, 2,700,000 lb. skim milk solids and 180 million pounds raisins, according to Mr. Bing.

The outstanding acceptance of pre-baked breads, rolls and sweet baked goods was one of the big news items of the food field in 1950, according to the Britannica publication. Author of the article on flour is Harvie Barnard, research chemist of Clinton (Iowa) Foods, Inc.

—BREAD IS THE STAFF OF LIFE—

LIQUID EGG PRODUCTION DECLINES DURING JUNE

WASHINGTON — Production of liquid egg during June totaled 49,556,000 lb. compared with 93,177,000 lb. during June last year, the Bureau of Agricultural Economics reports. The quantity produced for drying was much smaller than a year ago and accounts for the smaller production than a year ago.

Dried egg production during June totaled 2,652,000 lb. compared with 17,146,000 lb. during June last year. Production consisted of 1,643,000 lb. dried whole egg, 411,000 dried albumen and 598,000 lb. dried yolk. Dried egg production for the first six months of this year totaled 14,360,000 lb. compared with 69,395,000 lb. during the same period last year.

The quantity of frozen egg produced during June totaled 39,655,000 lb. compared with 29,374,000 lb. during June last year and 49,617,000 lb., the 1945-49 average production for the month. Frozen stocks increased 28 million pounds during June compared with 9 million pounds during June last year and the average increase of 21 million pounds.

—BREAD IS THE STAFF OF LIFE—

HEADS WALNUT CO-OP

LOS ANGELES — William C. Tesche has been named general manager of the California Walnut Growers Assn. to fill the vacancy created by the death of W. T. Webber. The association has a membership of more than 11,000 growers, and more than 80% of all walnuts grown in California are handled by the cooperative organization.

—BREAD IS THE STAFF OF LIFE—

AD AGENCY NAMED

PITTSBURGH — The James A. Stewart Co., Carnegie, Pa., recently was appointed the advertising agency for the Hankey Baking Co., Pittsburgh. The firm will institute a large scale promotional program which will utilize all forms of media.

*The Standard Others
Strive to Reach*

WHITE SWAN FLOUR

SPRINGFIELD MILLING CORPORATION
MINNEAPOLIS • MINNESOTA

ROYAL FLUFF-EAT-A

It pays to pick the right cake flour! Average flours really cost more than top quality flours like **ROYAL FLUFF-EAT-A**, which produces more finished cake per pound of flour. You get a richer, moister, longer-keeping cake with **ROYAL FLUFF-EAT-A**.

VOIGT MILLING CO.
Grand Rapids, Mich. Telephone 85991

New Mill Completed 1936

"SLOGAN"

A Modernized Flour for the Baker
CANADIAN MILL & ELEVATOR CO.
El Reno, Okla.

HIGH GLUTEN FLOURS

For Bakers

The Morrison Milling Co.
Denton, Texas
Emphatically Independent

Lyon & Greenleaf Co., Inc.

MILLERS OF

High Grade Soft Winter Wheat Flour
Plain and Selfrising
LIGONIER, IND. NORFOLK, VA.

"RUSSELL'S BEST"

"AMERICAN SPECIAL"

Our mill is located in the high protein wheat district of central western Kansas, and secures most of its wheat directly from growers.

RUSSELL MILLING CO., Russell, Kansas

Evans Milling Co.

INDIANAPOLIS, IND., U. S. A.

Manufacture Klin-Dried
WHITE CORN PRODUCTS

Capacity, 16,000 Bushels

Miner - Hillard Milling Co.

WILKES-BARRE, PA.

Manufacturers of
CORN FLOUR - CORN MEAL
CORN SPECIALTIES

"DIAMOND D"

A High Grade Bakers' Spring Patent
Milled Under Laboratory Control
from Montana Spring Wheat

Sheridan Flouring Mills, Inc.
SHERIDAN, WYOMING

STAR OF THE WEST

: : : One of the Best : : :
MILLING COMPANY

NIGHTINGALE and STAR Patent Flour
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In color . . . in styling . . . in quality . . .

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*That's why many millers and manu-
facturers have made P-K bags first
choice for top quality products.*



COLOR PHOTO TAKEN IN P.K. OFFICE

PERCY KENT BAG COMPANY, INC.

KANSAS CITY • BUFFALO • NEW YORK



Always Something New

NOW! 50-lb. COTTON FEED BAGS . . . Easy-to-handle size . . .
in new low-cost gray goods, cambric or prints. Ask about them.



WORTH LOOKING INTO . . .



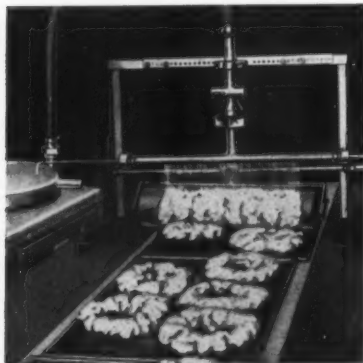
NEW PRODUCTS
•
NEW SERVICES
•
NEW LITERATURE

A reader service feature announcing the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Further information on any of the items discussed in this department may be obtained by writing the Reader Service Department of:

The American Baker
118 So. 6th St. Minneapolis, Minn.

No. 3168—Hand Icer

A new attachment for "Frost-O-Fast" icing machines has been developed by Basic Foods Sales Corp. The firm states that sweet goods, coffee rings and other baked products up to 18 in. can be iced automatically with the mechanical hand icer, on or off the baking pans, at any speed to



suit the conveyor. As many as 60 coffee rings a minute or 12 full pans can be run.

Icing is applied by means of a foam rubber roller which receives the icing from a slotted automatic icing head and deposits it on baked goods passing under the roller on the conveyor.

No. 3160—Book on Bread Making

The second edition of "The Science and Practice of Breadmaking," by D. W. Kent-Jones and John Price, has been published by the Northern Publishing Co., Ltd.

It covers such subjects as history of breadmaking, types of wheat and the milling process, constituents of

flour, other dough ingredients, dough testing apparatus, breadmaking processes, bread faults, brown and fancy bread, bakery machinery and ovens, bakery management and fermented confectionery.

No. 3155—Specialty Bread

Charlton C. Frantz, president of Frantz Industries, has announced the development of a new loaf of bread, known as "Doc Frantz Special Bread." The firm reports that it contains "magic yogurt," blackstrap molasses, "magic yeast," wheat germ and soya flour, and that it sells for 25¢ loaf. It is sold under an exclusive basis, by which sales and profits are guaranteed, the firm states.

No. 3158—Floor Matting

A floor matting consisting of 3/8 in. corrugated rubber top wedged to a 1/4 in. live sponge base is being marketed by the Ace Hose & Rubber Co. The product, called "Lite Step," can be used in back of counters as well as on production lines, the firm states. It comes in all lengths and up to 72 in. in width.

No. 3166—Roll Machine Leaflet

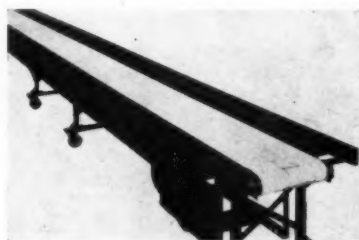
Pictures, specifications and diagrams are included in a new leaflet on the AFM-Union "Model D" roll machine, recently released by the American Machine & Foundry Co. subsidiary, Union Machine Co. According to the manufacturer, the machine is designed for production of any style bun or roll, and it divides and rounds dough pieces from 1/8 oz. to 5 1/2 oz.

Operating speeds are listed at 120-

275 pieces a minute or, by a different gear ratio, 140-330 pieces a minute. Diagrams in the leaflet show three optional discharge positions to the roll conveyor and molder.

No. 3167—Belt Conveyor

A new horizontal belt conveyor for handling of goods during assembly, inspection, sorting and similar operations is being manufactured by the Rapids-Standard Co., Inc. The prod-



uct, called the "Rapistan Table-Vey-or," may be varied in length from 10 ft. to 60 ft. by adding or removing 5 ft. sections, and there is a choice of belt widths from 10 in. to 20 in.

The machine may be lagged to the floor or mounted on casters for portable use. Belt speed, fixed or variable, is from 5 to 100 ft. a minute. Height of the machine is adjustable from 21 in. to 40 in.

No. 3154—Floor Care Bulletin

The G. H. Tennant Co. has published a two-page bulletin describing the dry-cleaning, dry-waxing and polishing of floors. It contains pictures, diagrams and cost figures, based on results obtained with floor maintenance machines developed by the firm.

No. 3159—Garbage Disposal Unit

R. C. Cameron, division manager of the Disposal Division of Hotpoint, Inc., has reported the installation of one of his firm's garbage disposal units in a Chicago bakery to shred



and flush waste scraps of dough swept from cutting room floors.

Although the unit is the same size and model as those used in homes, it has been installed on a metal stand instead of under a sink. However, in smaller bakeries the unit can be installed under any available sink, Mr. Cameron stated.

"David Harum" Special Bakers

Made from a carefully selected blend of Dark Hard Winter and choice Northern Spring wheats—**DIASTATICALLY BALANCED**

**STRONG—
UNIFORM—
EVENLY PERFORMING—
FLOUR FOR BAKERS**

*Milled for Perfection
—Not Price!*

*"Laboratory Tested
For Fine Baking"*

**Lexington Mill
& Elevator Co.**
LEXINGTON, NEBRASKA
SINCE 1884

A line of essential
BAKERY PRODUCTS
uniform and reliable
NATIONAL YEAST CORPORATION
Chanin Building • New York, N. Y.

Super Chief
High Protein Flour
GREEN'S MILLING CO.
Morris, Minn.

The Williams Bros. Co.
Merchant Millers KENT, OHIO, U. S. A.
Specialists Ohio Winter Wheat Flour
All our wheat is grown on "Western Reserve" and bought from the growers at elevators we own and operate.

Sands, Taylor & Wood Co.
Established 1790
KING ARTHUR FLOUR
BOSTON, WORCESTER, SPRINGFIELD, MASS.
PROVIDENCE, R. I.

MICHIGAN FLOURS
(Quality Controlled)
CHELSEA MILLING CO.
Chelsea, Michigan

BLAIR'S
BLAIR MILLING CO., Atchison, Kans.

The American Baker

118 South Sixth St., Minneapolis 2, Minn.

Please send me information on the following items (circle numbers)

No. 3154—Floor Care Bulletin	No. 3160—Book on Bread Making
No. 3155—Specialty Bread	No. 3166—Roll Machine Leaflet
No. 3158—Floor Matting	No. 3167—Belt Conveyor
No. 3159—Garbage Disposal Unit	No. 3168—Hand Icer

NAME

COMPANY

ADDRESS



THE true value of any flour lies in its baking efficiency . . . how economically it performs in the bread making process. That's where AMERICAN FLOURS excell. These flours of exceptional baking performance are skillfully and scientifically milled from wheats chosen particularly for superior bread-making character. That's the reason it pays to BUY AMERICAN.

Flour Capacity
4,000 Sacks

Grain Storage
5,000,000 Bu.

American Flours, inc.

G. M. ROSS, President FLEMING ROSS, Vice-President PAUL ROSS, Secretary

T. G. McDONALD, Sales

E. W. KIDDER, Sales

NEWTON, KANSAS

Manpower Problems in the Bakery Can Be Solved Before They Become Grievances

IN these times of emergency and manpower stringency, the wide-awake baker cannot afford to rely upon his formal grievance machinery to discover and anticipate employee discontent. Many executives now realize that formal grievance teams incline to concentrate on problems arising from interpretation of the

By Fred Rudge
Fisher & Rudge, Inc., New York

union contract—seniority, pay rates, incentive payments, transfers, etc. Such questions, while important,

often bypass the major causes of employee unrest and dissatisfaction—favoritism, poor or inadequate equipment, personality conflicts, laggard maintenance, absenteeism, lack of information about the company and its prospects, inability to “get anywhere” and so forth. Points like this usually lie outside the wage agreement, and

if brought up by the union at all are brought up informally.

Here are some complaints which bakery executives will recognize as typical:

“It’s always too humid, especially during the summer months. What we need is a good ventilation system.”

“I have to stand on my feet mixing all day long. We ought to have longer rest periods.”

“We ought to have a merit system. There’s always one fellow on the line who doesn’t pull his weight.”

“They ought to raise our incentive rate and give us a chance to make some more money.”

“The foreman of our shift is always picking on me about something. I don’t know why they have a boss who can’t get along.”

These illuminating “gripes” were picked at random from a much longer list—all of them derived not from formal complaints filed by workers

EDITOR’S NOTE: Fred Rudge, an authority on employee and community relations, was founder and president, from 1932 to 1945, of William E. Rudge’s Sons, a printing house specializing in corporation annual reports and other public relations brochures. A graduate of Haverford College and Columbia University, Mr. Rudge is a director of the National Management Council, of the New York Association for the Blind, and of the Dalzell Towing Co. of New York. He is author of the section on plan community relations in Funk & Wagnalls’ “Reading Course in Executive Technique,” and also of many articles published in business magazines. He is president of Fisher & Rudge, Inc., New York, a management consulting service in the field of industrial, labor and community relations.

but from that far superior anti-grievance method, the employee attitude survey. This new concept has an immediate morale building effect as it brings into the open unfavorable reactions and nips them in the bud before they reach the trouble stage.

The Roots of Employee Resentment

In bakeries, as in many other industries, there are four major areas of potential or actual employee discontent. These may be defined as follows:

- Dissatisfactions arising out of operating problems and conditions.
- Dissatisfaction over matters of company policy.
- Difficulties traceable to indifferent or inadequate supervision.
- Resentment or confusion caused by lack of effective communication between management and employees, and vice versa.

Let us examine each of these four points, one by one, and see what principle is involved. Understanding and awareness of these areas of potential employee misunderstanding are the first steps in avoiding manpower problems during this time of national emergency.

1. Operating problems. Plant inefficiency is an enemy of good human relations. If employees work is unduly delayed or interfered with by conditions beyond their control—but within management’s jurisdiction—they become frustrated and dissatisfied. “This place is really getting rundown” blurted out one baker recently. “We used to do twice as much work without all the griping. I think it’s man-

It Pays

to use **NONFAT DRY MILK SOLIDS**

in these approved percentages:

6% or more in bread and rolls
15% in soft cakes
6% in doughnuts
10% in cookies



MILK SOLIDS
MAKES THE DIFFERENCE!

AMERICAN DRY MILK INSTITUTE, Inc., 221 N. La Salle St., Chicago

BAKERS build sales on the solid foundation of customer satisfaction when their formulas contain nonfat dry milk solids. There’s no simpler or more positive way to enhance texture, flavor, nutrition and aroma of these products.

Baked foods made with nonfat dry milk solids have greater eye appeal, taste better . . . and sell faster. It’s just good business to feature this dairy-source ingredient for which there is well-established consumer acceptance. When 6% is used in bread, you can emphasize this fact in your advertising: “Each 1 lb. loaf contains the nonfat milk solids of 7 ounces of milk”.

BLUEPRINT for security...

There is only one blueprint to follow for security . . . only one formula for sales success. And that is a preferred product.

To enable you to consistently produce baked goods that Mrs. Homemaker will buy . . . again and again . . . Midland offers you a choice selection of uniformly milled flours. Midland Flours are milled with the painstaking care and skill of experienced millers. Every known scientific method of testing, checking and re-checking is employed at each step of the milling process to assure uniform, top-quality flours. Naturally, this same care and skill is reflected right in your own shop through trouble-free production of the highest quality baked goods.

Let Midland Flours help put your baked goods on Mrs. Homemaker's "preferred list." It will pay you to use Midland Flour every time.

**Town Crier
flour**

UNIFORMLY MILLED FLOURS BY
THE MIDLAND FLOUR MILLING COMPANY
NORTH KANSAS CITY, MO.

agement's fault, for not keeping a closer check on things."

Hold-ups, under most incentive plans, mean lower pay for the work period. When this happens the employee is doubly penalized—first by wasting his time standing around, and secondly by reducing the amount of take-home pay in his envelope. If this occurs frequently it can cause a flare-up. Meanwhile the word gets around town and people who might have applied for jobs go elsewhere in the town.

Conversely, the things employers do to make their bakery plant efficient really spark employee morale.

"Our plant's as nice to work in as our kitchen at home. . . . The new ovens really save a lot of time. . . . The new packaging system has meant a lot fewer rejects."

False economy in the use of scrap material and old parts, rather than replacements, leads to more repair work and employee comment than the small amount saved on each part. "Repairing this old mixer is just a waste. But look at the way our foreman babies it along, sending for a repairman every week. I'll bet we've lost enough time out on this piece of equipment to half pay for a new one."

Lack of stringent rulings on absenteeism and tardiness are bitterly resented by the employees who do come in on time and are penalized in getting production under way. Here are a few typical grievances:

"They ought to be firm with those men that always come in late. Those steady repeaters should be let out at a time like this."

"The floor superintendents are too easy on absentees. Sometimes she helps us when a girl stays out, but that slows us down because of course she can't pack as fast."

"Everybody has to be in hot water just because a few are always com-



Joseph W. Biety

ELECTED—Joseph W. Biety of the Bakers of America Program staff has been elected president of the Advertising Club of Chicago. He succeeds W. S. Kirkland of the W. S. Kirkland advertising agency.



Beware of this high-pressure salesman!

Here's what to tell him: you can't tell me all nonfat dry milk solids are alike—even if they do look alike.

Give me Borden's Breadlac every time. Borden's uses only highest quality milk. And to make absolutely sure it is the best quality it's tested for purity and bacteriological count.

I want nonfat milk solids that give me every good baking quality. Purity . . . Freshness . . . Flavor . . . Uniformity . . . Absorption and Yield. I won't jeopardize my high-ratio formulas by using anything but Borden's Bakery-Tested Breadlac.

What's more, Breadlac is Bakery-Tested! That means I'm sure that, loaf after loaf, my bread will have the same silky-soft texture, rich brown crust color and superior slicing quality. And what flavor and aroma! Breadlac makes the bread everybody comes back for.

* Remember, Borden's pioneered the Bakery Test years ago. And Borden's Bakery-Tested Breadlac is the standard of measurement in leading baking research laboratories today!

Take extra care with your bread and cake formulas...
Insist on Borden's Bakery-Tested Breadlac

**Borden's
BREADLAC**



SPRAY-PROCESS NONFAT DRY MILK SOLIDS **BAKERY TESTED** FOR BAKERS

The Borden Company, 350 Madison Avenue, New York 17, N. Y.

©The Borden Company

ing in late. Some men stay out every few weeks."

2. **Dissatisfaction over policy.** Under this grouping we find complaints caused by such irritations as inequities in pay for comparable jobs and slowness in setting permanent rates. Paying a bonus to direct workers, but not to those who contribute indirectly to the formers' ability to exceed quotas, is another sore point. Employees also point out the apparent discrimination in assigning temporary or overtime work. No overtime for hours worked beyond eight per day if the total workweek does not exceed 40 hours is a common cause for discontent.

In the course of several attitude surveys many employees admitted, though probably for the first time, their inability to understand the bonus system. Few know enough about it to check with their time-keeper and search out the errors. Under such conditions the employees regard an incentive plan, however equitable, as a "stretch-out" system designed to take advantage of them. If your bonus plan is simple, and can be easily explained then the fault lies in your communications with the employees.

3. **Supervision.** It is essential that both the employees attitude toward supervisors and the supervisors attitudes toward the higher management be known and understood if grievances are to be nipped in the bud. A well-conducted survey usually covers both the rank-and-file workers and the foremen: the findings point out to top management (1) where and how their supervisors are failing in their duties and (2) what company policies and practices are viewed unfavorably by the supervisors. Here are some sample complaints expressed by employees:

"I like our new foreman. But he's simply swamped. When we have special orders to get out he's never around to give us a hand. They ought to have someone else to do the checking so he can stay in our room."

"The whole bakery is overrun with bosses. They come right down to the routemen and tell them what to do.

(Continued on page 80)



Choose Chase for all 5 features

Having the right bag for your product is an important decision that should not be left to chance. Chase Bags are designed to provide protection, they are good-looking, they will help increase sales! Your Chase Salesman is an expert in analyzing packaging requirements. He will be glad to specify the container which best meets your needs.

Bags for all industry and agriculture

- cotton bags of all kinds
- paper and Multiwall bags
- Saxolin open mesh bags
- Topmill burlap bags
- combination bags, liners and specialties



- What I require when buying bags:*
1. Strength and good looks...
 2. Sharp printing...
 3. Technically trained Bag Salesman...
 4. Dependable source! with long experience!
 5. Bags designed to my product to increase sales!

for Better Bags... Better Buy Chase

CHASE BAG CO. GENERAL SALES OFFICES: 309 W. JACKSON BLVD., CHICAGO 6, ILL.

BOISE • DALLAS • TOLEDO • DENVER • DETROIT • MEMPHIS • BUFFALO • ST. LOUIS • NEW YORK • CLEVELAND • MILWAUKEE
PITTSBURGH • KANSAS CITY • LOS ANGELES • MINNEAPOLIS • GOSHEN, IND. • PHILADELPHIA • NEW ORLEANS • ORLANDO, FLA. • SALT LAKE CITY
OKLAHOMA CITY • PORTLAND, ORE. • REIDSVILLE, N. C. • HARLINGEN, TEXAS • CHAGRIN FALLS, O. • WORCESTER, MASS. • CROSSETT, ARK. • SAN FRANCISCO

Ringing

the Baker's

Doorbell

W. B. Turner and his two sons, W. F. Turner and Paul Turner, have announced the purchase of the Dilley Baking Co. at **Borger, Texas**. They now operate a bakery at **Durant, Okla.** The Dilley Baking Co. was established in the first year of Borger's existence.

The Chippewa Baking Co. observed its 45th anniversary with the formal opening of its newly remodeled retail shop in **Chippewa Falls, Wis.** During the 2-day event, the firm conducted a contest in which visitors guessed how much flour was used by the com-

pany during 1950. Announcement of the remodeled shop and of the contest was made in a full page advertisement, and clues for the contest were printed, including the amounts of sugar, shortening, eggs and milk solids used.

Richard F. Banwart, who operated Dick's Pastry Shop in **Cedar Falls, Iowa**, for 10 years, recently moved the bakery to **Amboy, Minn.**

W. T. Misenhimer and his father, Jay Misenhimer, have purchased the Vanderpool Bakeries in **El Paso, Tex-**

as. Jay Misenhimer was special bakery representative for General Mills, Inc., in Dallas for 32 years, and the son was a bakery representative in Dallas for Pillsbury Mills, Inc.

John Bassford closed his bakery in **Prairie City, Iowa**, and opened a bakery in **Colfax, Iowa**.

Richard Schaale of Minneapolis has purchased the Wilkins Baking Co. in **Red Oak, Iowa**, from J. E. Wilkins, who is completing 51 years in the baking business.

The **Osceola (Wis.) Bakery** has been sold by Mr. and Mrs. Carl Christianson to Mr. and Mrs. Wallace Beach.

Eddie Neuberger, owner and operator of the **Ellis (Kansas) Bakery**, has announced that his bakery is being moved into the Rueschhoff Bldg. His present location is in the Muhlheim Bldg. The move will give the bakery more room and a better location.

Henry Joersz has announced the transfer of the **New Salem (N.D.) Bakery** to **Hazen, N.D.**

Miss Vivian Ebeling has leased Dorothy's Pantry in **Adrian, Minn.**, from Mr. and Mrs. L. J. Kuemper.

Fire that was started by a short circuit in a refrigerator mechanism recently destroyed the refrigerator and caused smoke damage at the Humboldt Bakery in **Winnemucca, Nev.**

Mr. and Mrs. Archie Hogan have opened the Quality Bakery in **Albuquerque, N.M.** They were in the re-

tail bakery business in that city 26 years, before selling their shop in 1949. Al Briley is in charge of production at the new bakery.

Ed Schmitt has purchased the Holland Bakery in **Denver** from John Camping.

Fire burned out the interior of the Walmer Bakery in **Spencer, Iowa**, in July. The building and contents were a total loss.

Mr. and Mrs. C. C. Davison have announced that they have sold their bakeshop in **St. Paul** and are leasing their bakeshop in **North St. Paul**.

Mr. and Mrs. E. A. Gallea, who conducted the Benton Bakery in **Fort Benton, Mont.**, about a year, have closed the enterprise.

The Lakeland Bakery has been opened in **Elkhorn, Wis.**, by Walter Smalter, who had been employed as a baker in Janesville, Wis., for 14 years.

Mr. and Mrs. Oscar Hanson have sold the Quality Bakery in **Portage, Wis.**, to Walter Lenz, who has been employed by the firm since his discharge from World War II service.

Larry and Ruth Ostresh, proprietors of the Trojan, a new bakery in **Troy, Ill.**, have purchased an additional building for an expansion.

Mr. and Mrs. P. J. Dempsey, who had operated a bakery in **Martinsville, Ind.**, have opened the Villa Grove (Ill.) Pastry Shop.

Ed Wright recently purchased the Leithauser Bakery in **St. Louis** from William Leithauser.

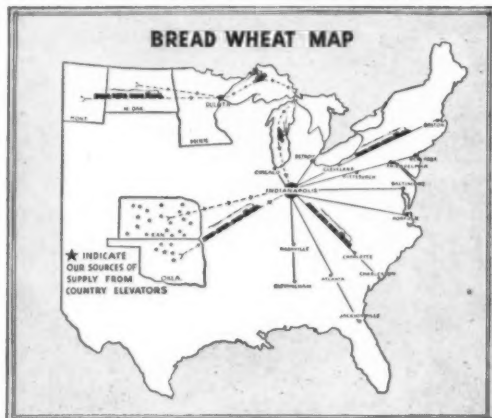
Records in the office of the Texas secretary of state show the recent incorporation of the Standard Baking Co. in **San Antonio**. The company was chartered with \$20,000 capital stock by E. M. Sweeney, J. D. Sweeney and Otto Foerster.

A retail store featuring "Baker-to-You" service has been opened in **Logansport, Ind.**, by Stewart's Bakers.

The Martha Ann Bakery, **Enid, Okla.**, has purchased a new high speed dough mixer.

The Hofsteater Bakery in **Kenton, Ohio**, has been leased from James B.

STRATEGIC LOCATION



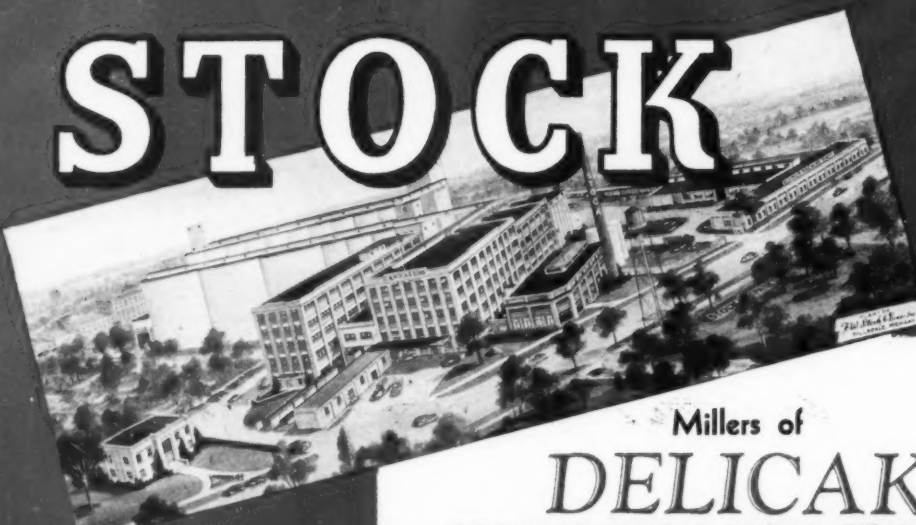
ACME-EVANS COMPANY

INDIANAPOLIS, IND.

Over a Century of Milling Progress

• Since 1821 •

STOCK



A
BIG NAME
IN FLOURS
for
FOUR
GENERATIONS

Millers of
DELICAKE
FOR HI-RATIO LAYERS, FOAM AND
ANGEL TYPE CAKES

A Short Extraction Hi-Ratio Type Flour from Choice Indiana and Ohio Red Wheats. Especially milled to carry 140% sugar. Dependable Uniformity—characteristic of all F. W. Stock & Sons' products—is assured by Rigid Quality Control and Up-to-the-minute Milling Methods in one of America's Most Modern Mills. Your inquiries invited.

Famous for flours milled from
MICHIGAN
SOFT WHITE WHEAT

F. W. STOCK & SONS, INC.
HILLSDALE MICHIGAN

Gallatin Valley Milling Co.

MONTANA

Flours and Grain

D. R. FISHER, Mgr. BELGRADE, MONT.

Fort Morgan Mills

Family and Bakery Flour

Milled only from the very choicest
Colorado highland wheats

FORT MORGAN COLORADO

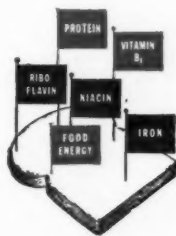
ARNOLD OF STERLING



THORO-BREAD

the perfect flour

DETERMINATION alone will not move mountains, we admit. But we know that the miller who *wants* to make the best flour can come very close to doing it. We have never lagged in faith in our ability to make superior flour, nor have we ever slackened in our determination to do so. That's why THORO-BREAD is such a good flour for the bread baker.



ARNOLD OF STERLING

THE ARNOLD MILLING COMPANY
STERLING, KANSAS

Capacity 2,800 Cwts. Daily

Wheat Storage 1,000,000 Bus.

ARNOLD OF STERLING



Highly skilled baking experts are included free of charge with every flour purchase made from Russell-Miller Milling Co.!

For every member of Russell-Miller's sales and technical staff is expected to become a qualified expert in serving the needs of Russell-Miller customers.

In our laboratories and our mills, bakery production experts constantly work and test to improve the quality and the appetite appeal of the baked goods you sell.

So that we might bring this service right to your door . . . there is a Russell-Miller sales office near you!

RUSSELL-MILLER MILLING CO.

Specialists in the Milling of Fine Bakery Flour

SALES OFFICES

512 Statler Office Building
Boston 16, Mass.

C. K. Burnham, Manager

2325 Stone & Webster Bldg.
90 Broad Street
New York 4, New York

F. A. Quigley, Manager

87 Childs Street
Buffalo 3, N. Y.

Robert W. Smith, Manager

931-932 Phila. Savings Fund
Soc. Bldg.

Philadelphia 7, Pennsylvania
C. R. Troutner, Manager

1602 First National Bldg.
Birmingham 3, Alabama

Paul D. Nease, Manager

145 W. Broadway
Alton, Illinois

Ray E. Bury, Manager

2400 South Ervay Street
Dallas 1, Texas

R. S. Hjelmseth, Manager

Midland Bank Building
Minneapolis 1, Minn.

E. D. White, Manager

Centennial FLOURING MILLS CO.
 GENERAL OFFICES: 340 CENTRAL BLDG., SEATTLE 4, WASH.
 DOMESTIC AND EXPORT MILLERS • DEALERS IN ALL TYPES OF PACIFIC NORTHWEST WHEAT

GOLD DROP PIE and COOKIE FLOUR
 PYRAMID CONE FLOUR
 CENTENNIAL CAKE FLOUR
 BLUESTEM and HARD WHEAT BAKERS FLOURS

6,500,000 Bushels Country and Terminal Storage

NEW SPOKANE MILL... ONE OF THE WORLD'S MOST MODERN

MILLS AT SPOKANE • WENATCHEE • RITZVILLE • PORTLAND

PRESTON-SHAFFER MILLING CO.
 MERCHANT MILLERS
 ESTABLISHED 1865

SOFT WHITE WINTER WHEAT FLOUR A SPECIALTY
Also Choice Blue-Stem and Hard Spring Patents

WE INVITE EXPORT CORRESPONDENCE

General Offices: WALLA WALLA, WASHINGTON
 Mills at Walla Walla, Washington, Freewater, Oregon, and Athena, Oregon
 Atlantic Coast Office, RAYMOND F. KILTHAU, Produce Exchange, New York

Fisher's

THE largest and most modern flour mill and elevators on the Pacific Coast with storage capacity at our mills of 2,500,000 bushels, together with more than one hundred elevators and warehouses in the choicest milling wheat sections of Montana, Idaho and Washington, insure the uniformity of all Fisher's Flours.

FISHER FLOURING MILLS CO., SEATTLE, U.S.A.
 Domestic and Export Millers
 CLIFF H. MORRIS & CO. EASTERN REPRESENTATIVE, 25 Beaver Street, NEW YORK CITY

J. F. IMBS MILLING CO. ST. LOUIS, MO.
 Millers of Hard and Soft Wheat Flour
 DAILY CAPACITY 4,200 CWTs. SACKS

DIXIE-PORTLAND FLOUR CO.

ARKANSAS CITY FLOUR MILLS CO.
 Arkansas City, Kansas

THE HIGGINSVILLE FLOUR MILL
 Higginsville, Missouri

DIXIE-PORTLAND FLOUR MILLS
 Richmond, Virginia

Capacity 14,000 Sacks Daily

SOUTHERN OFFICES: Memphis, Tennessee

One Ideal source of supply for all your flour needs
 FAMILY • BAKERS • CRACKERS • CAKE

Hofsteater by French Hundley and Arthur L. Richey, who are producing cookies on a wholesale basis. The plant will employ 30 persons when full output is reached.

The Verbena Bakery, owned and operated by Dick Vickery, has branched out with another shop in New Orleans. All of the baking will be conducted at the main plant.

Mr. and Mrs. Karl A. Angell, owners of Angell's Bakery in Daytona Beach, Fla., have taken over the Pantry Shelf in the same city. It will be operated as Angell's Pantry Shelf.

E. L. Moore, proprietor of Moore's Donut Shop in Red Oak, Iowa, has announced that a remodeling project to include complete redecoration, is planned for this fall.

Kaufman's Bakery in Buffalo, has been granted a building permit to enlarge its plant at an estimated cost of \$60,000.

Loblaws, Inc., has filed plans with the city to erect a masonry building in Buffalo, at a cost of \$175,000. The plans state the building will be used for baking and selling purposes.

Henry's Bakery has been opened in the new Endwell (N.Y.) Shopping Center, which has parking area for 150 cars.

Claude A. Bair of Hamburg, N.Y., has registered the name of Blair's Bakery, with the county clerk's office. The bakery will be located in Hamburg.

Incorporation of the Peter Pan Bakery in San Antonio has been reported. The bakery was chartered with \$5,000 capital stock by Vernon A. Willoughby, Gus D. Bohnet and Carleton W. Adams, Jr.

Good Eats Bakery, Woodward, Okla., recently installed a new refrigerator display case.

The Neighborhood Bakery in St. Louis has been doubled in size by a recently completed addition. A new walk-in refrigerator occupies one fourth of the space that was added.

William West, owner of West's Bakery in West Palm Beach, Fla., has announced an extensive remodeling program that will include new machinery.

Pechter's, a Miami Beach, Fla., bakery, has been sold by Dave Pechter to Milton Serota, Joseph Weiser and Samuel Shamus.

The former Zajac Bakery, combined with a restaurant, in Evart, Mich., has been sold to Mr. and Mrs.

Harry Keehn. Mrs. William Baker, daughter of the new owners, is manager. The building was completely redecorated.

The Murguea Bakery in Key West, Fla., a bread bakery specializing in the wholesale trade, has a new modern plant.

Mr. and Mrs. Leonard Rouse, who have been operating the Dixie Cream Do-nut Shop in Watertown, Wis., for four years, have sold the business to the Pagel Bakery.

Morat Bakery, Reed City, Mich., suffered the loss of a front plateglass window and damages to the ovens when a gas-fired oven exploded. A baker had just lighted the oven and walked away when the explosion occurred.

Mr. and Mrs. John Dow of Pontiac, Mich., have purchased the Imlay City (Mich.) Bakery from Mr. and Mrs. A. J. Burwell. A rural service started by Mr. Burwell will be continued and expanded.

Savoy Pastry Bakery, Rochester, N.Y., has been sold for \$45,000 by Mrs. Teresa Petranonio to Mr. and Mrs. Francis J. DeMaria. The building was valued at \$35,000 and bakery equipment at \$10,000.

The Made-Rite Bakery, Inc., Rocky Mount, N.C., has added a 20-ton tractor-trailer to its fleet of trucks. The new vehicle relays bread, rolls and cake to five of the firm's salesmen serving outlying districts of the sales area.

Mr. and Mrs. Milton Knowlan, who have operated the Sturgeon Bay (Wis.) Bakery for about six years, have sold their machinery and equipment at public auction.

A group of Tomahawk, Wis., businessmen have voted to form a corporation for the purchase of the Tomahawk Electric Bakery, which is closed. Purchase of the firm is to be effected through the sale of common stock to Tomahawk residents. Ralph and Hazel Bauer of Tomahawk are the present owners.



For Ever-Uniform Quality!

**MORTEN
MILLING
COMPANY
DALLAS,
TEXAS**

Phone
PRospect 1881

**MORTEN'S
MILLING CO.**

**DRINKWATER
FLOUR**

**MADE FROM SELECTED WHEAT
DALLAS, TEXAS**



Pillsbury Mills, Inc.
Bakery Sales Service Dept.,
Minneapolis 2, Minn.

Please send me the FREE Kit of Sales Promotion Materials on Apple 'n' Spice Donuts.

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____

Get Your APPLE 'n' SPICE Sales builder Kit **FREE!**

KIT CONTAINS:

- Formulas for Apple 'n' Spice Donuts—both cake-type and raised—and for suitable icings.
- Window streamer featuring cute little "Apple Annie."
- Appetizing 4-color window or wall hanger.
- Novelty "donut goggles" for the children.
- Suggested advertising copy for newspaper and radio.
- Merchandising suggestions.

NOTE: Kit includes a blank for ordering additional quantities of the materials that are most useful to you, supplied at cost. Also available, gummed labels in rolls.

BAKER! BETCHA I CAN YOU SELL MORE DONUTS!

This captivating little character, beaming from colorful display material, is all set to boost your sales with the donut sensation of the decade—APPLE 'n' SPICE DONUTS.

Last year around this time, this delicious new kind of donut zoomed to popularity clear across the country. A smashing LIFE ad and an Arthur Godfrey broadcast spread the news about it. Thousands of bakers featured it. The public bought enthusiastically—bakers profited.

Now, with another Donut Month approaching and a long donut season ahead, Pillsbury has prepared *brand new*, catchy, colorful sales promotion materials to help you cash in *this year* on the proved popularity of this fast-selling item.

APPLE 'n' SPICE DONUTS

**A NATION-WIDE HIT LAST YEAR...
A SURE WINNER FOR YOU THIS YEAR!**

GOOD TO EAT! Made with tangy apple sauce and an *unusual* blend of spices, Apple 'n' Spice Donuts have a distinctive, delightful flavor—are light and tender, with excellent eating and keeping quality.

EASY TO MAKE! Use Pillsbury's SPICE-DOH Cake Donut Mix, which contains the complete blend of sterilized spices for Apple 'n' Spice Donuts—or use your regular donut mix, following formula in kit.

PROFITABLE! . . . because they sell *fast* and at a *good* margin of profit.

**FEATURE
APPLE 'n' SPICE DONUTS
FOR EXTRA SALES
AND EXTRA PROFITS
DURING DONUT MONTH (OCT.)
AND THROUGHOUT FALL
AND WINTER**

**ASK YOUR PILLSBURY SALESMAN OR JOBBER—OR
MAIL THIS COUPON FOR YOUR FREE KIT**

PILLSBURY MILLS, Inc.

Millers of Quality Flours for Every Bakery Purpose — Producers of an Outstanding Line of Modern Bakery Mixes
GENERAL OFFICES: MINNEAPOLIS 2, MINN.



Member

fine CAKES
and **PASTRIES** make
PLEASED CUSTOMERS



Macaroons

One of many
quick-selling baking items
made with



Genuine* ALMOND PASTE

HEIDE MACAROON PASTE

HEIDE KERNEL PASTE

HEIDE MARSHMALLOW CAKE FILLER

HEIDE FONDANT ICING



Write for free copy of
booklet "Fancy Cake Baking"

HENRY HEIDE
INCORPORATED
New York, N. Y.

*Reg. U. S. Pat. Off.

DO YOU KNOW



Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, marking each statement **TRUE** or **FALSE**, turn to page 56 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. In order to eliminate the cracking of meringues during baking, the oven should have at least a temperature of 350° F.

2. When the top crust of bread cracks or checks during cooling, it is due to having too high a humidity in the cooling room.

3. Lady fingers should be removed from the pans as soon as they are baked.

4. When both hard and soft wheat flours are used in making bread doughs, the soft wheat flour should be used in the sponge.

5. The easiest way to improve the appearance of ginger snaps is to wash them with water before placing them in the oven.

6. It is necessary to use more shortening with a hard wheat flour than with a soft wheat flour when making pie crust.

7. When making rye bread by machinery, most bakers prefer to use the sponge dough method.

8. Buttermilk used in bread doughs will decrease the danger of "rope" during the summer months.

9. There is no difference in sweetening power between powdered and granulated sugar.

10. Bread should be cooled to at least 95° F. before it is wrapped.

11. Whole eggs contain about 55% yolks and 45% whites.

12. Some puff paste oleomargarine is sometimes used in icebox cookies in order to produce a nicer appearing product.

13. The most common reason for the top pie crust breaking or cracking on pies during baking is that the oven temperature is too high.

14. Ginger snap doughs are sometimes aged for a week or longer before baking in order to facilitate running them through the machines.

15. Shortening is added to bread doughs after the flour has been mixed in for a short time in order to increase absorption.

16. Angel food pans are moistened before the batter is placed in them in order to obtain a lighter crust color.

17. The term "pure" on a bottle of

vanilla is an indication of its quality.

18. Large blisters on sponge sheet cakes are usually due to too much top heat in the oven.

19. A lot of steam is used when baking hard rolls in order to produce a thin crust.

20. The pH of a molasses cake should be below 7.

**The Choice of the
Finest Hard Wheats**

The only mill in this great terminal market, Universal consistently offers:

**BETTER SPRING WHEAT
AND DURUM FLOURS**

**DULUTH UNIVERSAL
MILLING CO.**
Duluth, Minnesota

DIXIE LILY

Plain and Self-Rising

*A Flour Without Equal
Anywhere*

**The BUHLER
MILL & ELEVATOR CO.**

- Mill & Gen. Offices, Buhler, Kansas
- Southern Regional Office, 934 Exchange Bldg., Memphis, Tenn.

CAHOKIA FLOUR CO.

ST. LOUIS, MO.

The Wamego Milling Co.

WAMEGO, KANSAS

Millers of Kansas Hard Wheat Flour

HIGH CLASS BROKERAGE
CONNECTIONS DESIRED

"Whitewater Flour"

Ground Where the
Best Wheat Is Grown

WHITEWATER FLOUR MILLS CO.
Whitewater, Kansas

May We Serve You?

E. P. MITCHELL COMPANY

SERVING **Flour** INDUSTRIES

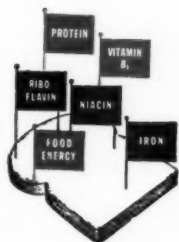
MILLING AND BAKING

DWIGHT BUILDING, KANSAS CITY, MO.

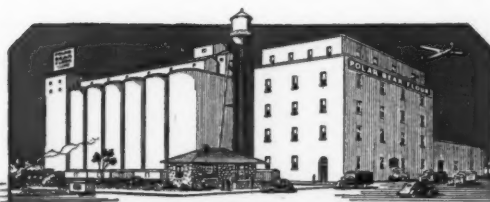


POLAR BEAR FLOUR IS KING

"Little" things can cause a lot of trouble. One off-standard dough in the bakeshop, for example, can lose valuable customers for all time. A few extra cripples each day can murder the profit account. That's why we say it is worthwhile to pay a little extra for a dependable quality flour like POLAR BEAR, which costs more to make because it is composed of premium wheats.



Founded by
Andrew J. Hunt
1899



Ralph C. Sowden
President

The **NEW ERA MILLING COMPANY**
ARKANSAS CITY, KANSAS

Some Veterans Still Eligible for GI Training

OKMULGEE, OKLA.—The cut-off date for educational benefits under the G.I. Bill of Rights has passed for most World War II veterans, but some ex-servicemen still are eligible to initiate courses, the School of Baking at Oklahoma A. & M. College here points out.

Veterans who were discharged aft-

er July 25, 1947, and who had accrued at least 90 days duty prior to April 25, 1947, may still be eligible for educational benefits. These veterans must initiate a course of training within four years after receiving their honorable discharge.

In addition to these, veterans who interrupted their educational program to reenter a branch of the military service may be eligible for more training provided they initiate the training course within a reasonable period of time following their discharge.

Many disabled veterans, who are eligible to enroll in school under Public Law 16, are still eligible for educational benefits. As with all veterans,

the Veterans Administration will decide whether or not the veteran still is eligible to receive training at government expense.

—BREAD IS THE STAFF OF LIFE—

100 AT MEETING OF PENNSYLVANIA BAKERS

PITTSBURGH — More than 100 members of the Retail Master Bakers Association of Western Pennsylvania attended the August meeting of the group. Arthur Putnam, Minnesota Mining & Mfg. Co., St. Paul, spoke on the topic "Your Bakery Products Can Be Glamorous."

Walter Handreck, Greb Bakery,

BURGLARS DON'T BURGLE; JUST MAKE MESS

VANCOUVER, B.C. — Reminiscent of the almost forgotten days of the Keystone Cops and the Mack Sennett comedies was the sight which met the proprietors of the Dutch Bakery here when they opened recently. Entry to the store had been forced during the night, and while apparently nothing had been stolen, freshly baked lemon meringue pies had been thrown at the walls and show cases. Cakes were tossed from the counter and trampled on the floor.

A RECOGNIZED MARK OF EXCELLENCE FOR MORE THAN 70 YEARS



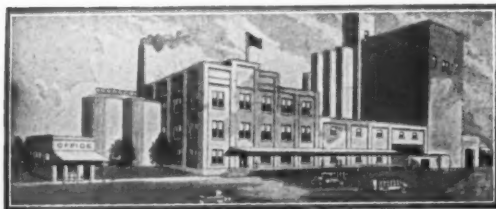
FLOUR FOR PERFECT BAKING



ANOTHER GREAT FLOUR

THE uniformity of baking results that HUNTER flours produce is the result of more than 70 years of expert milling of Kansas wheats. And you will find that HUNTER flours have those qualities of absorption, volume, fermentation regularity and flavor that really build bread quality. Try HUNTER next time.

THE HUNTER MILLING CO.
WELLINGTON, KANSAS



ONLY THE HUNTER MILLS BETWEEN THE WHEAT FIELD AND YOUR BAKERY

chairman of the trade extension courses at the baking division of South Vocational High School, reported on a new bakery merchandising course that will be introduced at the school this fall.

Conrad Schoemer, Schoemer Bakery, Beaver Falls, association president, was in charge of the meeting, and Andrew Slezak, Lincoln Bakery, Bellevue, was chairman. Members' sons who are interested in the baking industry were guests, and during the session plans were made to organize a junior bakers' group.

—BREAD IS THE STAFF OF LIFE—

Home Storage of Food Proposed by Health Officers for Disasters

LOS ANGELES—Home storage of food is urged as a wise move for A-bomb attacks or any area disaster by Dr. George M. Uhl, Los Angeles health officer. Rations to sustain every member of the family for three days are the standard set. Within three days, it is expected, relief will be functioning on a community scale.

Daily ration of bread of 2 oz. for each woman, 8 oz. for each man, and 2 oz. for each child is recommended in addition to rations of canned fruits and vegetables and staples by Dr. Uhl. Home supplies of paper cups and napkins and eating utensils are urged. These emergency rations should be checked and restocked once a month, Dr. Uhl recommended.

—BREAD IS THE STAFF OF LIFE—

LOS ANGELES AREA BAKERS SET MEETING

LOS ANGELES—The first meeting of the Master Bakers Retail Assn. after the summer recess will be held Sept. 20 at the Acme Sequoia Lodge, where members and their families will be the guests of the Peerless Yeast Co. The meeting will be primarily social, even though several topics of business are on the agenda.

Phil Seitz, secretary, reports that new members are joining the organization. Among them are the Betsy Ross Bakery in Covina, Broadway Bakery in Glendale, Carl's Pastry in Inglewood, California Bakeries in Culver City, the Chatham in Los Angeles, Curry's Cottage Pastries in Inglewood, Haven Hettick in Watts and the Campus Bakery in Los Angeles.

—BREAD IS THE STAFF OF LIFE—

NABISCO PROGRAM

NEW YORK—Kukla, Fran and Ollie, popular television show, will be sponsored one night a week by the National Biscuit Co. The show will be telecast Wednesday evenings over the National Broadcasting Co. network. Sales of Nabisco cookies and other products will be promoted.

Announcing

THE MERCK FREE LIBRARY OF RADIO TRANSCRIPTIONS



**Dramatic shows and timely spots on ready-to-use
transcriptions—specially prepared for the use
of bakers in their own advertising**



Upper left: MARGARET O'BRIEN—Popular child actress who has swept to stardom.

Above: FREDRIC MARCH—Famous star of stage and screen.



Above: DEBORAH KERR—Star of Metro-Goldwyn-Mayer's *Quo Vadis*.

Right: DANE CLARK—Well-known motion-picture star.



It would be difficult to name four more popular guest stars to feature on your radio program than Margaret O'Brien—Fredric March—Deborah Kerr—Dane Clark. Usually, you would have to pay a high fee for their services. But the Merck Library of Radio Transcriptions on Enrichment brings them to you *without charge*, on a nonexclusive basis. This Library is exceptionally complete. It includes—on ready-to-use records—a 15-minute dramatic show—5-minute documentary segments—3-minute segments—and 20-second to 1-minute spots. In addition, it contains scripts on Enrichment for all types of live shows. No matter what kind of radio program you sponsor, you will find a wealth of material from which to choose.

FREE 12-PAGE BROCHURE GIVES FULL DETAILS

Our illustrated 12-page brochure *Cavalcade of Enrichment* describes every record in the Merck Library of Radio Transcriptions. It also contains practical suggestions on publicity, point-of-sale material, and other ways of enhancing the prestige of your company in connection with the 10th Anniversary of Enrichment.



MERCK & CO., INC.

Manufacturing Chemists

RAHWAY, NEW JERSEY

In Canada: MERCK & CO. Limited • Montreal

THIS LIBRARY OF
TRANSCRIPTIONS IS YOURS

Without Charge

WRITE TODAY FOR BROCHURE

Merck & Co., Inc. Dept. A11-9
Rahway, N. J.

Please send brochure *Cavalcade of Enrichment*.

COMPANY NAME.....

STREET.....

CITY..... ZONE.....

STATE.....

BY.....

TITLE.....

Be Proud of Your Job,
as We Are of Ours, for

**"Bread is the
Staff of Life"**



GIBRALTAR
Flour

KANSAS BEST
Flour

The Consolidated Flour Mills Co.
"In the Heart of Kansas"
Wichita, Kansas

SPRING WHEAT FLOURS

**RED WING SPECIAL
BIXOTA**

CREAM of WEST
PRODUCE BREADS WITH TASTE APPEAL

THE RED WING MILLING CO.
RED WING, MINNESOTA

*Wheat Washed with Our Own Artesian Well Water.
Flour Tested and Baked in Our Own Laboratory.*

Exceptional Bakery Flours
TWELVE-40 NO-RISK PLA-SAFE

THE ABILENE FLOUR MILLS CO.
ABILENE, KANSAS

Capacity 3,000 Cwts. Daily Grain Storage 1,800,000 Bus.

All Grades

RYE FLOUR

1000 cwts. Flour—250 cwts. Meal

GLOBE MILLING COMPANY
WATERTOWN, WISCONSIN

GRIST OF GRINS



A graduate of a School of Law was looking for a likely town in which to set up practice.

"Do you have a criminal lawyer in the town?" he asked a native.

"Well," answered the citizen, "we think so, but so far we ain't been able to prove it."

Junior: "Daddy, what's a sweater girl?"

Dad: "Why, er-uh, a girl who works in a sweater factory." And after a moment's pause, "Say, where did you get that question?"

Junior: "Never mind that, Dad—where did you get that answer?"

"What would go best with my yellow, green and black socks?"
"Hip boots."

Epitaph on a tombstone:
Look at this grave as you pass by.
As you are now, so once was I.
As I am now, you must be.
Prepare for death and follow me.
Underneath some one had scrawled in chalk:

To follow you I'm not content
Until I know which way you went.

"Repeat the words the defendant used," said the prosecutor.

"I'd rather not; they are not fit for a gentleman to hear."

"Just whisper them to the judge," advised the prosecutor.

"Just why do you want a married man to work for you, rather than a bachelor?" asked the curious friend.

"Well," sighed the employer, "the married men don't get so upset if I yell at them."

Nancy, aged seven, is sometimes very naughty. On one of those occasions her mother, desiring to be particularly impressive said, "Don't you know that if you keep on being so naughty your children will be naughty, too?"

Nancy cried triumphantly, "Oh, Mother, you gave yourself away!"

Two old ladies were enjoying the music in the park. "I think this is a minuet from Mignon," said one.

"I thought it was a waltz from Faust," said the other.

The first went over to what she thought was the board announcing the program. "We're both wrong," she said when she got back. "It's a Refrain from Spitting."

Boy: "Tell me, do you really like conceited men as well as the other kind?"

Girl: "What other kind?"

Jane: "When I applied for a job the manager had the nerve to ask if my punctuation was good."

Mildred: "What did you tell him?"

Jane: "I said I'd never been late for work in my life."



Seen the new
rooms? . . . at

THE SHERMAN

**Chicago's personality
hotel . . . now
brilliantly
restyled**

Make the Sherman your hotel in Chicago:
• New rooms, dramatically designed.
• Fascinating restaurants, including the beautiful new College Inn
• Porterhouse, famous Well of the Sea.
• Handy-to-everything location.
• Garage in hotel.

HOTEL SHERMAN
Randolph and Clark Streets
CHICAGO

Frank W. Bering, Board Chairman
James A. Hart, President
Pat Hoy, V.P. and Gen'l Mgr.



The J. C. Lysle Milling Co.

MILLERS OF

**HARD AND SOFT WHEAT
FLOUR**

SINCE 1874

Leavenworth, Kansas

Wisconsin Rye Flour

We Specialize in Dark Varieties

FRANK JAEGER MILLING CO.
DANVILLE P. O. Astico WISCONSIN

**For Quality, Economy and Reliability, Use
BROWN'S HUNGARIAN**

America's Premier Cake Flour

BROWN'S HUNGARIAN CORPORATION
25 Broad Street New York City

Chickasha Milling Co.

Capacity 1500 sacks CHICKASHA Cable Address OKLA. "Washita"
Manufacturers of High-Grade Hard Wheat Flour
Foreign and Domestic Trade Solicited
Member Millers' National Federation

GLOBE BAKERS FLOUR

Globe Cereal Mills
El Paso, Texas



GOOD WHEAT

GOOD wheat is of great importance in the milling of identical performance flour—a flour that will meet the requirements of the baking trade year after year.

The Gooch Mill, located at the hub of 5 railroads that network the great Nebraska and midwestern wheat growing area, is in one of the very best positions for securing the choice of the crop each year.

Give your production departments the constant advantages of "Identical Performance" flour—supply them with

GOOCH'S BEST FLOUR

GOMEC — AKSARBEN

Needs No Blending to

Make **GOOD** Bread

GOOCH MILLING & ELEVATOR CO.

LINCOLN, NEBRASKA

Daily Capacity 5,000 Cwts.

Elevator Space 2,100,000 Bus.

Dorothy Glenn

(Continued from page 31)

tion in relation to eye level. Product displays above eye level, or so far below eye level as to require stooping or bending to see . . . these displays cannot develop volume nor profit.

Specialties Developed

One bakeshop has gone to great expense to develop special cakes. His quality is superior and the craftsmanship displayed on fancy wedding, birthday and party cakes is superb.

Beautiful, realistic dummies of these cakes are on display in his shop . . . far above eye level in back-of-the-counter display cases. Yet, homemakers I have queried have never once noticed them—they're just too far out of the normal vision.

Another bakeshop nearby makes party cakes, too. His quality isn't nearly as good, his prices are about the same, yet, those cakes are on display right where everyone can see them. He does a flourishing business in party cakes because Mrs. Shopper has seen his party cakes.

Product displays need eye-stoppers! Remember to alternate goods to give variations in height, variations in

color, variations in texture. A double pan of your special rolls displayed between rows of cake attracts the attention of shoppers. A tray of bran-raisin muffins between trays of sweet rolls gives contrast in color, shape and texture to provide a display eye-stopper.

Window displays that incorporate the principles of "suggested selling" we have so often covered will develop business. Mrs. Homemaker is looking for ideas. A complete picnic basket featuring several of your products is "suggested selling." Fresh peach slices on display surrounded by a few colorful fresh peaches is mouth-watering.

"Talking price cards" in window and shop displays will stimulate sales. Again, Mrs. Homemaker is looking for ideas. When you suggest to her that your "XXXXXXX" bread makes better sandwiches and stays moist longer . . . it gives her a thought. "Toasted Hard Rolls Served With Cold Cuts and Potato Salad" makes Mrs. Homemaker more aware of the many uses for your goods.

Sampling is always a good technique to use to increase volume and profit. You may think it a rather costly method, but actually it isn't. Once Mr. and Mrs. Shopper get a small nibble of your special of the day, invariably they will buy for the simple reason the taste buds have been tempted.

How many of your customers know that there isn't a finer dessert than plain angel food cake that has been toasted lightly, and served warm with ice cream or a favorite sauce? Have you told your customers to place leftover sweet rolls or coffee cake in a paper sack with a sprinkling of water, place in the oven and heat? They're almost like fresh again. Mrs. Homemaker will like you lots better, place more confidence in you, and buy more from you if you'll help her with such little bits of information.

Merchandise and display need your attention. Mrs. Shopper is looking for more and better displays. The baker who does the best job will get the most business. It means volume and profit for you.

Successful Selling

(Continued from page 31)

of the government, as exemplified by the tax freedom they enjoy, nevertheless apparently they can go too far. For instance, Charles W. Crawford, U.S. Food and Drug Commissioner, advised the Cooperative League of the U.S.A. that its "Triple Rich" bread brand is misleading and "patent misbranding."

While we are not going into the reasons back of this decision, it is quite obvious that a brand name of this kind implies that the bread is much richer than the ordinary loaf. Apparently food and drug officials do not believe that the contents of the bread come up to this labeling.

Frankly, we are glad the Food & Drug Administration has reached this decision. We hold no prejudice whatever against cooperatives as long as they follow the same rules of the game as must their independent competitors. When, however, they escape taxes that are applied to their independent competitors and use what the department calls misleading brands, then they must be checked.

EFFICIENT COST ACCOUNTING SYSTEM ESSENTIAL: Cost figures are extremely essential for all bakers at this time for two reasons. In the first place, government price controls make it mandatory that bakers be able to show their costs of operations accurately and promptly. Without such figures the industry will be in a sorry state in presenting its position to government officials whenever the need requires.

What is even of more importance is the fact that without knowing costs of operation accurately it is impossible for bakers to determine if they are operating at a profit or loss. Despite the fact that that is the essential factor in operating a business, it is surprising how many bakers are not familiar with these facts.



AN ORIGINAL LITHOGRAPH BY HENRY E. WINZENRIED

There's Nothing Like a Piece of Cake . . .

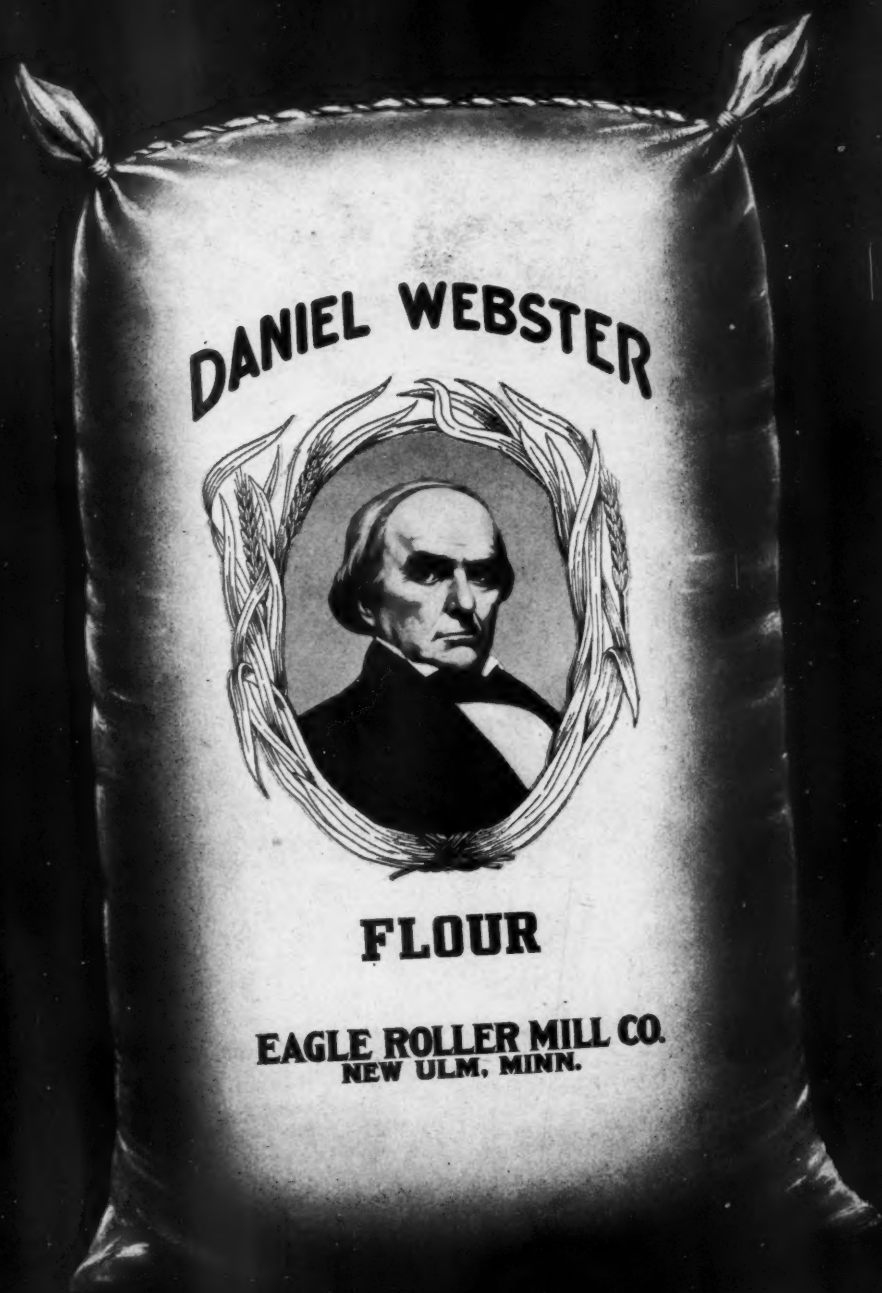
No matter where you are, there's nothing like a piece of good cake. And to keep cake good . . . to seal in its oven freshness . . . there is nothing like the Riegel Papers especially developed for bakery use, papers that are highly protective, attractive to the eye and that work well on high-speed packaging machinery.

There are Riegel Papers for almost any need you may have in protective packaging . . . papers that you can depend on for economy and production efficiency . . . papers that are now serving the sales leaders in many different fields. Riegel Paper Corporation • 342 Madison Ave., N. Y. 17.

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September, 1951



*Milled with infinite care and skill
from premium wheat. Outstanding among
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Eagle ROLLER MILL COMPANY

Since 1856

NEW ULM, MINNESOTA

IMPERIAL

HERE in the heart of the wheat belt we get to know our neighbors very well. They are the people we depend on for top quality wheats and they never disappoint us.

For example, there's Dave Robertson. Back in 1891, as a young man, Dave made a deal to farm a quarter section of a neighbor's land and that agreement stands today. For each of those 60 years, Dave has raised excellent wheat on the land and delivered it to the Walnut Creek Milling Co. This year, at the age of 83, over the protests of his family, he insisted on cutting his share of the wheat and operated the combine until he harvested 1,000 bu. that day.

There are many of Dave's kind of folks behind the faithful and reliable quality of Walnut Creek flours. That's why we know our wheats so well and why the baker can always rely on these famous brands.

The WALNUT CREEK MILLING CO. • GREAT BEND, KANSAS

T. H. SHERWOOD, Vice President and General Manager

Better Milling of Finer Wheat Produces

Acme's

Three great baking flours!

ACME quality baking flours are known by the nation's bakers for their uniformly superior performance in the shop. ACME Mills buy and use only choice varieties of Turkey-Type wheats . . . their modern, scientific milling technique is backed by a half-century of experience . . . and every milling is rigidly pretested in ACME's own Baking Laboratories for flavor, texture, color, absorption, uniformity and QUALITY BAKING RESULTS.



for better baking

ask for

Acme!

THE ACME FLOUR MILLS CO., OKLAHOMA CITY, OKLA.

Country-Milled from Country-Run Wheat located in the heart of America's foremost wheat producing section.

INDEPENDENT OWNER MANAGED

The
WALL-ROGALSKY MILLING CO.
MEMPHERSON, KANSAS

ANSWERS TO "DO YOU KNOW?"

Questions on page 48

1. **False.** Kisses and meringue should be baked at about 250-275° F. for best results. Some bakers do not place them in the oven at all but allow them to dry by letting them stand in a warm, dry place for about 36-48 hr. This will eliminate cracking and discoloration which is very apt to occur when the oven temperature is too high.

2. **False.** This trouble is usually due to cooling the bread too rapidly by placing it in a cold draft.

3. **True.** When lady fingers are left on the pans after being baked, they will dry out rapidly. They are usually baked on double pans. These pans retain heat for quite some time and would bake the lady fingers more.

4. **False.** The hard wheat flour should be used in the sponge. It takes longer to develop the gluten in a strong flour.

5. **False.** An easier way to improve them would be to use plenty of moist steam in the oven during the baking period.

6. **True.** Shortening has a mellowing or softening effect upon the gluten in the dough. A hard flour contains a greater quantity of protein and a more elastic type than does a soft flour. Therefore, more shortening would have to be used to produce the same tenderness or shortness in the finished product.

7. **True.** The doughs made by the sponge method are somewhat more pliable and dry. Less dusting flour is needed and a more uniform product will result.

8. **True.** It is usually recommended that powdered buttermilk is used, as its acid content is standardized.

9. **True.** Powdered sugar is made by grinding granulated sugar. If no starch is added to the powdered sugar, the sweetening is the same.

10. **True.** When bread is wrapped at a higher temperature than this, trouble such as mold is apt to develop.

11. **False.** Whole eggs contain about 55% whites and 45% yolks.

12. **True.** When all butter is used, the dough softens quite readily and is harder to handle due to the lower melting point of the butter. The cookies will also not keep their proper shape as well.

13. **False.** Baking the pies at too low a temperature is the main cause. In this case, the filling starts to boil or stew before the crust is set.

14. **False.** By aging the doughs, the spices, molasses, etc., blend better, thereby improving the flavor.

15. **True.** If the shortening is added before the flour, it has been found that the total absorption of the dough is slightly decreased. This is due to the flour particles absorbing and becoming covered with fat. This would exclude some of the water.

16. **True.** When the pans are not moistened, the crust of the angel food will be darker due to the greater amount of caramelization of the sugar in the batter.

17. **False.** The term "pure" only denotes that the proper amount of vanilla beans have been used. The U.S. standards require that a minimum of 13 1/4 oz. beans must be used to make a gallon of extract. The

quality of the extract would depend upon the quality of the beans used.

18. **True.** This trouble also may be due to the possibility of over beating the eggs and sugar.

19. **True.** When hard rolls are placed in an oven containing steam, they become covered with condensed moisture. This condensed moisture causes the dough surface to gelatinize, allowing the rolls to stretch and expand. This stretching produces a thin crust.

20. **False.** Molasses cakes should be on the alkaline side so that they will have a good color. On the pH scale, 7 is neutral. Below 7 is acid and above 7 is alkaline. A molasses cake having a pH below 7 will have a disagreeable grayish brown crumb color. If the pH is too high, the taste and flavor will be adversely affected.

—BREAD IS THE STAFF OF LIFE—

DAVIDSON BAKING CO. ANNOUNCES PROMOTIONS

PORTLAND, ORE.—A series of personnel changes have been announced by Monte LeFors, sales manager for the Davidson Baking Co., headquarters here. Howard Hannibal has been named sales supervisor, replacing Ernest Edmeades, who joins the Sunshine Dairy staff. Mr. Hannibal, with Davidson Baking about 12 years, was promoted from route sales.

Jack Huemmer, formerly route salesman, has been promoted to cake sales supervisor. Also announced is the transfer of Arnold Morton, sales manager for the Salem, Ore., division, to sales manager at the Eugene, Ore., branch. He is replaced in Salem by Francis Hart.

—BREAD IS THE STAFF OF LIFE—

OPENS NEW OFFICE

CHICAGO—The Electric Products Co., Cleveland, recently established a separate Chicago office for the sale and servicing of battery charging equipment and traction motors for industrial trucks. Al O. Seehafer is in charge of the office.



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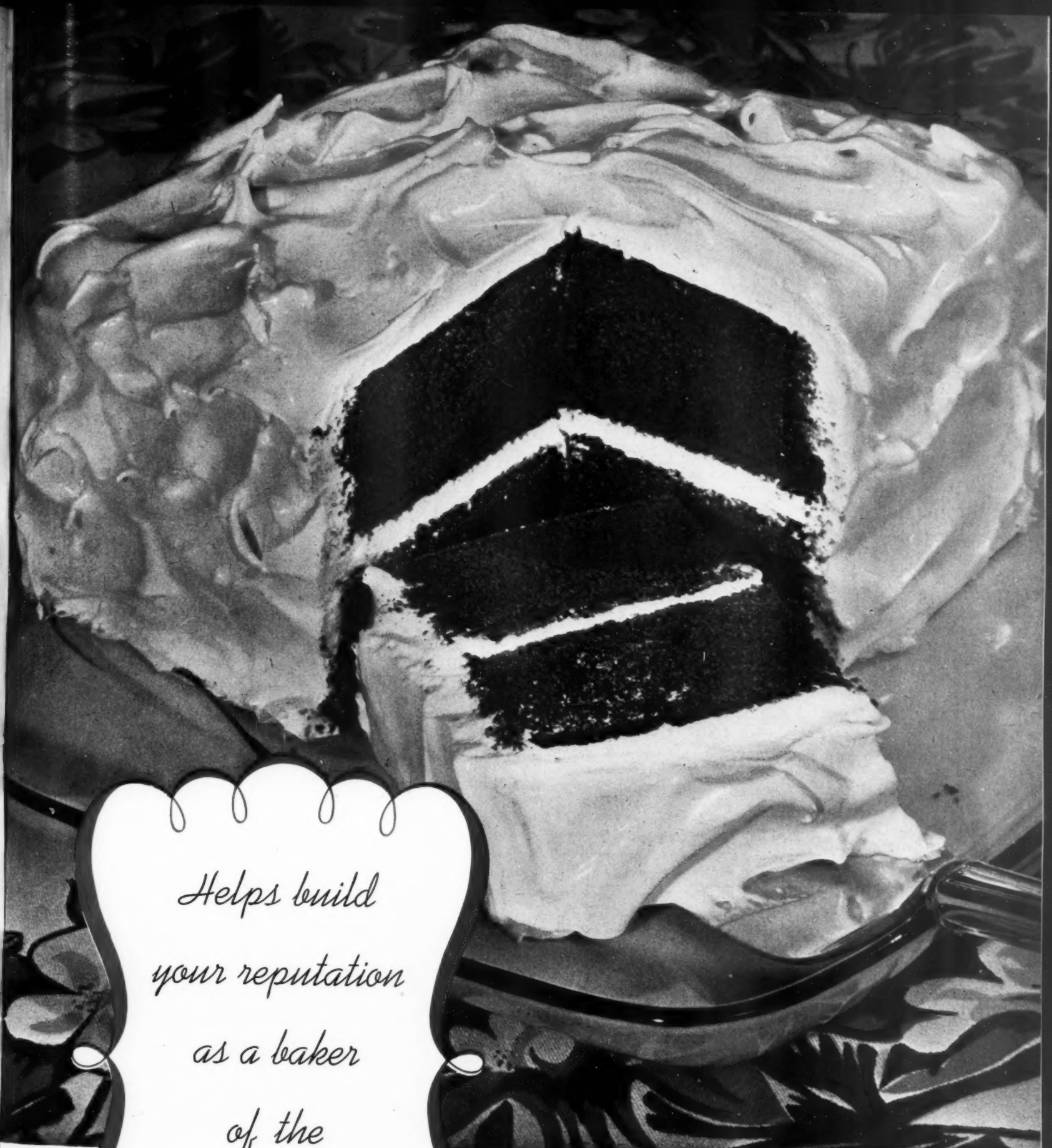
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*Helps build
your reputation
as a baker
of the
finest cakes*

PIKES PEAK
CAKE FLOUR

The **COLORADO MILLING & ELEVATOR COMPANY** *General Offices, DENVER, COLORADO*

Vending

(Continued from page 27)

is made to limit spoilage. In general this amounts to replacing cakes topped with iced sugar to the more stable powdered-sugar products. Chocolate covered doughnuts give way to glaze doughnuts and the plain doughnut is added.

Pasteries are delivered to Vita Fresh each afternoon. Separate baskets are broken down for each location on the route. The servicemen picks up a prepared load, visiting

the first stop at 5 a.m. Venders are filled by mid-morning.

Packaged fresh doughnuts, sold through machines, plus hot vended coffee, have resulted in increased profits for Automatic Coffee Service, Inc., Chicopee Falls, Mass.

After less than a year of operation, the coffee and doughnut combination showed a ratio of 240 cups of coffee to 80 doughnuts a day. Automatic Coffee Service since has added jelly doughnuts, turnovers, in different flavors, and brownies.

The brownies are baked on special order in a large pan to cut down costs. They are then cut up into the

desired size and packaged in cellophane wrappers to fit the machine. All pasteries vended by the firm are protected by cellophane. Single doughnut sticks are also packaged to sell for 5¢.

In an average week a total of 120 dozen doughnut sticks are vended, as well as 50 dozen jelly doughnuts, 50 dozen turnovers and 100 dozen brownies. It is estimated the operation shows a net profit of 20% each week on the original investment after deducting cost of labor, materials, depreciation of equipment and commissions.

Stale pastry has never been a

problem with the Automatic Coffee Service. What little stales remain from the previous day are vended in a separate column of the machine. A small "Grab Bag" sign in one column of the machine is posted, following a practice often used by bakeries.

Most operators will insist that vending machines do not supplant retail stores. Vending machines represent a convenient way to put goods at places where a store would be impracticable. In nearly all cases, machines promote sales through retail outlets by building up a consumer acceptance of the products.

High Potential Seen

"The sale of bakery items through vending machines will grow greater each year," says Charles Rolleston, manager of the vending division of Gordon Foods, Inc., Atlanta, Ga., "and we feel it will become one of our biggest divisions."

Gordon's primary business is the manufacture and sale of cakes, cookies, cheese snaps, peanut butter sandwiches, potato chips, and peanut candies. The firm operates a large fleet of trucks, selling their products to retail outlets.

In 1947, the firm started packaging such bakery items as peanut butter sandwiches, cookies and cakes, specially designed for vending machines. The peanut butter sandwiches and cookies are the firm's best sellers, but a 5¢ fig bar is going well and 10¢ cakes are moving briskly.

The Austin Packing Co., Inc., Baltimore, Md., does not as yet offer such perishable type baked goods as breakfast rolls, pies, doughnuts, sliced cake and pastries. However, Ernest H. Fox president, says the future of baked goods in vending machines promises to be very good.

"The ever increasing number of vending machines promised an ever increasing demand for all baked goods," says Mr. Fox.

Expansion Into Field Likely

Observers say the time is ripe for expansion of bakers into the automatic vending machine sales industry. With the defense effort booming, factory food services will be a big market for cakes, pies and pastries.

Prospect for heavy demand in factories is based on growing payrolls and a trend toward more points of sale within the plant which give employees more opportunity for impulse purchases of wrapped cakes, pies and pastries.

All is not clear sailing when a baker decides he will sell his products through vending machines, however. Perishability is a big problem. Some way the difficulty of daily servicing of machines and exchange of merchandise must be overcome. However, the success enjoyed by milk and ice cream in vending machine sales in the last few years, two very perishable items, shows that the problem can be licked.

It takes time to build up a consumer acceptance of bakery products in vending machines. There appears to be a natural fear of the unknown.

Bakery products offer a lower margin of profit than most other items sold in vending machines, because of the wrapping and handling expenses. However, operators are willing to try bakery products because of the volume of business obtained. Pastries usually outstrip sandwiches in volume.

Many machines will not dispense regular bakery items because of the size and shape. Bakers must cooperate with vending machine operators to determine the proper size and shape.

LAMINATED PACKAGES KEEP BROWN'N SERVE SALEABLE LONGER

Greaseproof-Moistureproof
Laminated Packages
Lengthen Shelf-Life of
Brown'n Serve Products



Brown 'n Serve products need more protection than fully baked goods, and it's up to the package to give that extra-protection. Experience has taught that laminated packages are highly desirable for three very important reasons:

1. GREASEPROOF — MOISTUREPROOF PROTECTION prevents the transfer of shortening and moisture from the product to the package, and forms an excellent barrier against off odors and flavors.
2. STURDY, RIGID CONSTRUCTION protects against rough handling and crushing in stacking and in transit. Good physical protection should never be overlooked in packaging Brown 'n Serve products.
3. ATTRACTIVE APPEARANCE stimulates sales. The high-quality paperboard in laminated packages permits the use of colorful designs and attractive pictures. Windows may be added to give all the desired visibility.

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Container Corporation of America, Chicago, Illinois
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6,021 lbs. Enriched Flour



126 lbs. Yeast



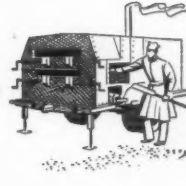
333 lbs. Salt and Sugar



243 lbs. Shortening



126 lbs. Nonfat Dry Milk Solids



AMF Mobile Field Oven

Think of it! It takes all this to provide 18,000 combat troops with a day's bread ration. Then imagine what it takes to bake for 155 million Americans. Each day we consume over 40 million loaves of bread! Each year we spend over three and a half billion dollars for bakery products! Thanks to the *skill* and *speed* of our great Baking Industry, we as Americans can enjoy and afford more top-quality baked products than any other nation.

American Machine & Foundry Company is proud of its

contribution to the *skill* and *speed* of the Baking Industry. Since 1924, AMF has helped produce better products faster and more economically through its sanitary, high-speed bakery equipment. For example, a single AMF oven bakes up to 8,000 lbs. of dough per hour. Another machine, the Super Standard Wrapper, packages up to 65 loaves per minute. Other AMF equipment helps turn out cakes and pies and rolls that any housewife would be proud to call her own, and at prices she can afford!

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Executive Offices, 511 Fifth Avenue, New York 17, N. Y.

AMF does it better—automatically!



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FOR INDUSTRY: Tobacco processing equipment, cigarette and cigar machinery • AMF and Union bakery equipment • automatic pinspotters, bowling equipment and supplies • DeWalt power saws • Lowator dispensers • Oakes continuous mixers • stitching machines • Wahlstrom chucks • Roadmaster bicycles • Cleve-Weld tire rims • Junior velocipedes.



A Tradition of Quality Upheld Since 1776

Drum, fife and bugle—symbol of early American adherence to high principles and indomitable will.

The Shellabarger crest seal has also become a symbol throughout the baking industry of high principles in flour milling. At Shellabarger, there can be no compromise with quality, no relaxing of rigid specifications that assure you of outstanding bakery performance.

The Shellabarger tradition of quality, upheld since 1776, is jealously guarded to give you a flour upon which you may depend for unfailing quality results.

SHELLABARGER'S, Inc.

SALINA, KANSAS

PEACOCK

BIG "S"

GOLDEN BELT

PANCRUST

WONDERSACK

DOUGHBUSTER

N. G. Anderson Wins Chicago Bakers Cup

● 250 Take Part in Outing Activities as Weatherman Provides Perfect Day

CHICAGO—N. G. Anderson, Chicago manager of the Bay State Milling Co., Winona, Minn., walked off with the coveted President's Trophy at the Bakers Club of Chicago golf outing, Aug. 21, at the Elmhurst Country Club, near Chicago.

Mr. Anderson, with the aid of a hot putter, stroked a 70 net, nosing out Hunter Brown, Chapman & Smith Co., Melrose Park, Ill., who came in with a 72 net at the first outing of the club in June.

For his efforts, Mr. Anderson will have his name engraved on the Trophy, which will sit in the quarters of the Bakers Club at the Sherman Hotel, Chicago, and he will receive a replica to place in his office. Charles J. Regan, Interstate Bakeries Corp., president of the club, made the presentation.

Other golfers to place among the prize winners included Frankie Trochim, P. G. Baking Co., Chicago; Robert Lund, Dolly Madison Cakes, Chicago; Chris Shaughnessy, Bear-Stewart Co., Chicago; R. Hicks, American Baking Co., Joliet, Ill.; Walter Bepole, Elgin Milk Products Co., Chicago, and C. D. Grennan, Jersey Farm Baking Co., of Chicago.

Winner of the first non-participant prize was John Garrow, Chapman & Smith Co., and top man at horseshoe pitching was J. Janos, a guest of William Wunluck, Durkee Famous Foods, Chicago.

It was a perfect day for an outing, and 250 members and guests turned out for the luncheon, activities and dinner. Leonard M. Franzen, Standard Brands, Inc., Chicago, headed the entertainment committee, and Ted Lauder, Ekco Products Co., Chicago, acted as master of ceremonies for the evening program.

—BREAD IS THE STAFF OF LIFE—

Bakery Operators Study Value of Modernization

Some small and medium bakery managers and owners are actually conscious of modern merchandising and its methods.

However, are the stores themselves geared to present day selling? Any modern store with any type of modern design is not sufficient to do the job just because it is modern. A successful store, to do good merchandis-

ing, must reflect not only the type of merchandise it sells but also the quality and to whom it wishes to cater.

The design and appointments of each individual store are a problem that only the store owners, the architect and designer, familiar with the problems of merchandising, can best handle. However, there are a few general problems in contemporary store design that most store owners will encounter and have to plan for. Also there are new trends and practices with which they should become familiar. The following is a discussion of some of these aspects.

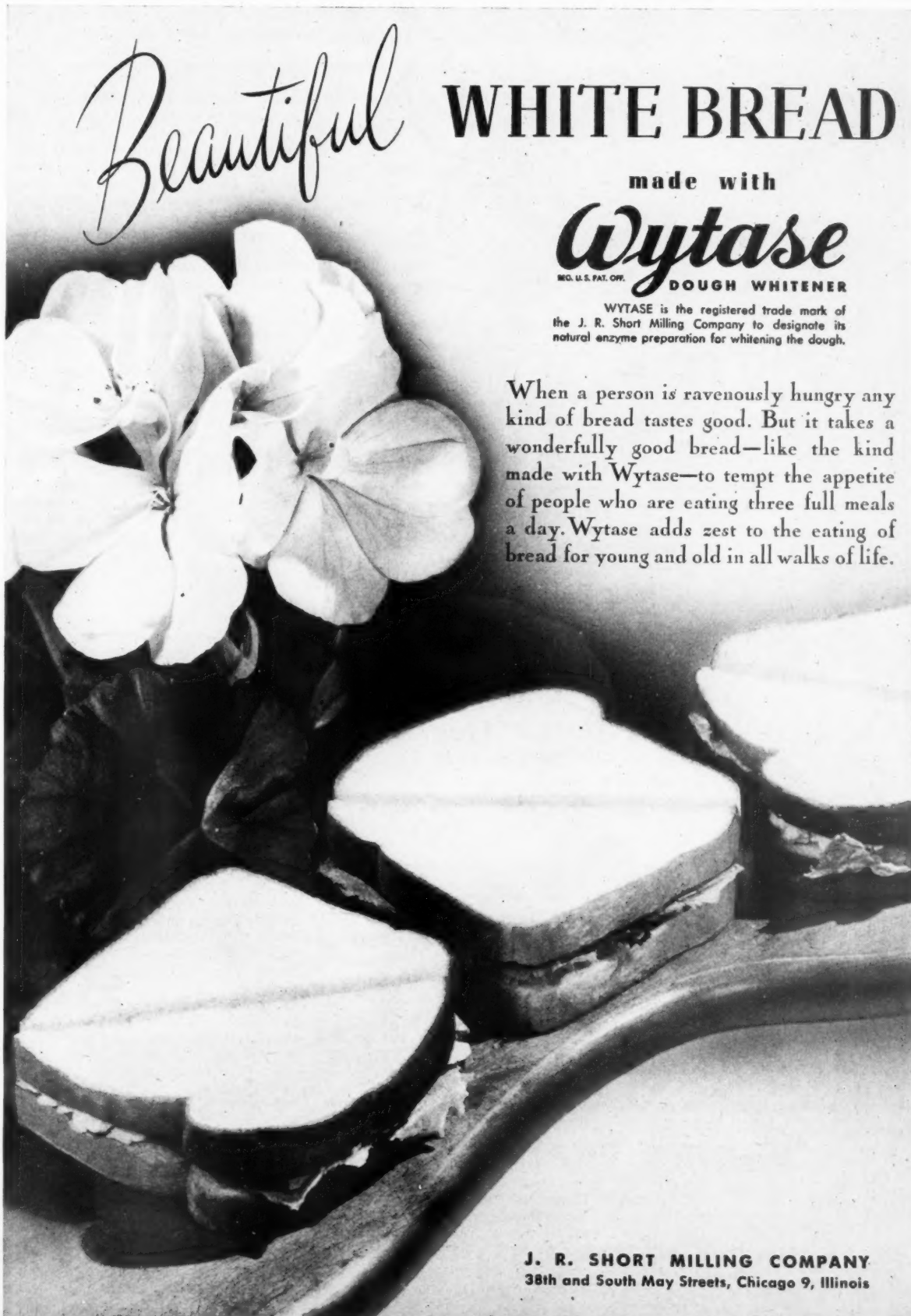
Large plate glass windows with

unobstructed views of the interior are the prevailing trend now. Yes, and with it go a few more problems. In the first place the front itself does not have too much space in which to show radical changes because of its usual limited area. It is the interior which becomes the display together with all the furnishings.

Several years ago a new storefront alone did much to encourage customers to enter and to buy. Now, with such clear vision inside, all must be well done. Because we have so much more to work with, considerably more is required to properly handle the problem. An artist once remarked that it is "imagination

which distinguishes an artist from a mechanic." This same philosophy can be applied to good stores with the reservation that it should be changed to "controlled imagination."

One of the problems with large display windows is that of reflections. These can be annoying at times, especially if care is not used in giving consideration to location. Tilting of display windows can do much to eliminate these reflections in some instances, and in others it makes them worse. Display windows are usually tilted in at the bottom so that the reflection is that of the street, rather than the brightly lighted store on the opposite side. For a more clear



Beautiful **WHITE BREAD**

made with
Wytase
DOUGH WHITENER

WYTASE is the registered trade mark of the J. R. Short Milling Company to designate its natural enzyme preparation for whitening the dough.

When a person is ravenously hungry any kind of bread tastes good. But it takes a wonderfully good bread—like the kind made with Wytase—to tempt the appetite of people who are eating three full meals a day. Wytase adds zest to the eating of bread for young and old in all walks of life.

J. R. SHORT MILLING COMPANY
38th and South May Streets, Chicago 9, Illinois

WHOLESALE GROCERS' SALES INCREASE

WASHINGTON — Wholesale grocers' sales in May were 9% higher than in May, 1950, and they also were up 9% from April this year, the Bureau of the Census reports. For the first five months of 1951 as compared with the same period in 1950, sales were up 15%. Gains were shown in all areas of the country. Of the increases from April to May this year, New England's was the largest—14%. The smallest increase was shown in the west central states where the gain was 6%. Wholesale grocers' inventories (cost) at the end of May were down 3% from the end of April but were up 22% from May 31, 1950.

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vision of the interior, the best procedure is to use light pastel shades inside the store for wall surfaces and fixtures because they, when well lighted, will reduce these reflections of out-of-doors to a minimum.

Other helps are light colored floor coverings and dark sidewalks. Even the beveling of the windows at an angle in plan sometimes assists because it may reflect a more distant spot not so noticeably bright.

Color is another problem in present design that can spell the difference between failure and success. Colors should be carefully selected so as to feature the merchandise displayed rather than to divert attention. An interesting finding about color is that it is not a particular color which we find pleasing but rather their associations one with the other, just as plain surfaces combined with decoration and accents make for better compositions.

Lighting these colored surfaces and materials is extremely important because it can make them vivid or dull. A good rule of thumb to remember in this respect is that cold light (like some fluorescent or daylight) goes well with a cold color like blue, and warm light (such as filament or fluorescent pink and gold) goes well with warm colors like yellow and red.

For those who still have a look for traditional design it might be said that the thinking among the architectural profession in general on commercial building is that it should be modern. From a survey which was made recently, over 90% of the architects contacted voiced that opinion.

The design of the store should allow for change and be flexible if possible so that a complete renovation need not be made each time.

In conjunction with this flexibility, in the smaller stores, the off-center entrance can do much. It makes the store appear wider by its proportions alone in that one display window becomes more horizontal and it allows for at least two different types of display arrangements should such be desired. This off-center entrance type of design too provides for more freedom in plan and permits an expression of our method of buying. It allows for irregular and interesting plan arrangements to dramatize and make the merchandise more appealing which is so necessary for the selective buying trend we are now experiencing.

The symbol of identification or name of a store should be very carefully done. If some particular style which is individual could be used, it would help to further distinguish the store. Particular care should be taken, nevertheless, because in an effort to arrive at something different the result may be badly executed. Clear, concise, and well proportioned lettering is always safe and in good taste. The lettering should be sufficiently large to be visible and it would be well to place it horizontally on the building because it will not necessitate changing when and if zoning will prohibit the projecting sign.

Trying to use some of the imagination mentioned earlier, we have developed a type of store design which is rather unusual and meets to some degree the problems of today. Realizing that there is and will be more effort placed on decentralization in our living and in community planning, and realizing too that due to the past shortages and restrictions many stores have not been able to modernize let alone keep their places in adequate repair, building and remodeling should be somewhat spontaneous. With so many wishing to make

changes at the same time, there is an opportunity to do it collectively. So doing, it is believed, does as much aesthetically as it does merchandise-wise.

When several merchants or all within a certain area cooperate and plan together their modernization program, the over-all effect becomes a tremendous advertising means because in its massiveness alone it attracts considerable attention. Usually with such arrangements, in past experience, each individual merchant was limited in the designing of his particular store to such a degree that he had no individuality. With the arrangement which we give consideration not only does the merchant have individuality, but also his store seems to take on additional foot-frontage without actually doing so. This only can be accomplished by design.

—BREAD IS THE STAFF OF LIFE—

NEW MEMPHIS BAKERY

MEMPHIS—A new \$225,000 bakery, capable of turning out 3,000 loaves of bread an hour, is being opened in Memphis by Hart's Bakery, Inc. The bakery concern already operates plants in Sikeston, Mo., and Anniston, Ala. John C. McCrory, general manager of the Sikeston plant, has been transferred to Memphis as general manager and secretary of the new bakery. The firm will manufacture regular family-sized loaves of open-top bread, but will sell wholesale only to grocery stores.

Mennel

Quality, Uniformity,
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HOSTESS SUPERCAKE

Special
Cake Flours

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THE CRETE MILLS
CRETE, NEB.

Bowersock Mills & Power Co.
LAWRENCE, KANSAS
ZEPHYR FLOUR

AS FINE A BAKING FLOUR AS A
BAKER CAN BUY AT ANY PRICE
Established 1874

A SUCCESSFUL DONUT
BUSINESS CALLS FOR THE
FINEST EQUIPMENT and MIX

DOUGHNUT CORP. OF AMERICA
393 Seventh Avenue New York 1, N. Y.

something for everyone

SOMETHING GOOD

They're ALL good . . . these fine HUBBARD
flours that are keyed to ALL requirements of
buyers everywhere. Just state YOUR need . . .
one of these outstanding HUBBARD flours will
meet it to perfection!

Take SUPERLATIVE and SONNY HUBBARD, for
example. They're known far and wide as fine
Spring-wheat flours that are just about fool-
proof for the smaller baker. Nice to know,
isn't it? Nice to rely on, too!

Sonny Hubbard
Spring Maide
University
Otsego

Remember, whatever
YOUR need, there's a
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In the . . .

Industry Spotlight

. . . by Bill Lingren

Some More Thoughts on Conventions

In this column last June we made some comment on the convention situation in the baking industry and suggested that both bakers and allied tradesmen alike could benefit by wiser planning of these affairs. It was pointed out that consolidation of smaller conventions into regional ones, as has been done in some areas, could mean fewer, but better, conventions, and a reduction in cost to both bakers and allied trades firms. This comment about current high convention costs in the industry drew much comment from bakers and allied tradesmen alike. Fred H. Laufenburg, executive secretary of the Wisconsin Bakers Assn., Milwaukee, came through with a detailed comment in a letter that deserves reading by all persons having anything to do with planning and participating in baking industry conventions. Fred makes his point as follows:



Bill Lingren

"Certainly no one can disagree with you in that the increasingly heavy financial burden conventions place upon the sales organizations of some allied concerns is a problem, and no one should be foolish enough to believe that such increased costs are not eventually passed on to the baker. However, from my experience in connection with the planning and conducting of conventions, I would say that corrective measures rest upon the shoulders of the allied trades themselves.

"The increasingly heavy financial burden is not because of the regular expenses involved in attending a convention. Such expenses represent only a small part of what many allied concerns spend in way of room entertainment, which most of us will agree detracts from rather than supplements any convention program.

"Let me cite a few things in connection with the recent Lake Michigan States Bakers Conference held in Chicago this spring. As you know, we sponsored a trade show and sold space for allied firms to exhibit their products. The rental of space, the cost of preparing and setting up exhibits, and the salaries and traveling expenses of those in attendance ran into what I consider to be a lot of money. One exhibitor informed me, however, that the firm's exhibit cost, which ran in excess to \$1,000, was 'peanuts' compared to what they spent for room entertainment. One concern had special invitation cards printed which they slipped under the doors of the rooms occupied by bakers, inviting the bakers to visit their suite. Another concern maintained a suite which the hotel informed me cost more per day than any single exhibit space in the Exhibition Hall—and the charge for exhibit space covered a four-day period.

"When we consolidated the conventions of Illinois, Indiana, Michigan and Wisconsin, we had several things in mind—better programs, larger attendance, and reduced costs to the participating associations and the allied trades. But it

seems that many allied concerns just increased their entertainment budgets to meet this new arrangement.

"It is true that the bakers—at least some of them—are at fault too. They are not compelled to participate in such entertainment; but as long as it is provided, we know they will.

"I believe that some form of relaxation and entertainment at a convention is desirable, but I have always felt that it should be on a collective, cooperative basis, such as a cocktail hour and the usual floor show during the banquet. Entertainment in private rooms cannot be controlled. You can visit any suite in which an allied concern entertains during a convention and invariably find one or two persons whom even the host will refer to as undesirable, but I have never found anyone possessed with sufficient tact or diplomacy to ask them to leave.

"The cost of the cocktail party, the floor show and the orchestra at our convention this year was approximately \$1,500. This expense was met by an added \$5 allied registration fee. Thus the cost was not too large for any one allied concern. The cocktail party was open to all those who registered, and the floor show and the orchestra were enjoyed by all those who purchased banquet tickets. Certainly the cost, based upon the number entertained, was not excessive.

"It is my sincere opinion that the majority of those who attend conventions would consider these two types of entertainment sufficient; and if allied concerns would confine their convention entertainment expense to that which was planned by the participating associations, the cost would be negligible. The financial burden mentioned in your article is one which they, themselves, have created and is certainly unfair to the baker who does not care to be entertained in that manner. Indirectly, he helps pay for it anyway.

"If one were to poll the various bakers' and allied trades' associations, I am sure it would be found that a majority are in favor of having entertainment financed on a cooperative basis and a complete abolition of the private room type of entertainment. That being the case, I see no reason why both groups cannot take a definite stand in the matter. It would save allied concerns a great deal of money and make for a better and more constructive convention all around. I might add that most bakers' associations have been in favor of such an arrangement for a long time."

Gold Tees for Non-dubbers

The Bakers Club of Chicago, under the direction of its energetic executive manager, Louise Buell, has added another service to its long list. It now furnishes gold golf tees for its members and guests; not solid gold, but 14 carat gold plated. "You'll never be labeled a 'dub'," it is pointed out "when you dine with friends at the Bakers Club."

Oil in the Bread

A recent United Press dispatch out of Mexico City reported that "three bakeries were closed today by the government for using motor oil in baking bread." Apparently the Mexican bakers have been making some technological advances that we have not been aware of on this side of the border.

Safety Report

Emotional Stress May Be the Cause of Many Accidents

A new slant on the causes of many industrial accidents has been developed as a result of a study made in a large manufacturing industry.

In summarizing an investigation of 1,943 lost-time accidents to 7,103 persons, Willard A. Kerr, associate professor of psychology of the Illinois Institute of Technology, and his associates advanced the proposition that the stress of personal readjustment is the psychological cause of a large proportion of all industrial accidents.

It is pointed out that too often the term "accident prone" is used as a reason for an individual's high accident frequency. This term is all too general and, in reality, does not bring out the specific cause of the accidents.

Several Reasons

An employee may be "accident prone" because of several reasons, including poor sensory-motor coordination, low tolerance for difficulties in the type of work, and worry about family, disease, finances, or some combination of chronic and seemingly insoluble personal problems.

In dealing with one of the specific causes of accident proneness, it is shown that workers under stress, adjusting to new circumstances, have significantly more accidents than do other workers. The average work life includes at least two major adjustment periods during which there is increased probability of unsafe behavior and accidents.

Younger workers (ages 16 to 25), although superior in sensory-motor coordination, lead all age groups in accidents. During these years, the worker is subjected to an adjustment to the rapid sequence demands of industry, courtship, marriage, equipment-buying, child-rearing, etc. The other major readjustments occur in middle life when heightened worries about mature children, spouse, and health occur simultaneously. During the relatively adjusted period between 25 and 39 workers have fewer accidents than they do in either of the above two groups.—National Safety Council.

BREAD IS THE STAFF OF LIFE— FELLOWSHIP GRANTED

CHICAGO — The American Institute School of Baking has granted a teaching fellowship to Jack A. Henz, Cleveland, Ohio. Mr. Henz was a member of Class 59 which recently completed a 20-week course in general comprehensive baking and was graduated July 6.

INDEPENDENT STORES' VOLUME GAINS

★
WASHINGTON — Sales of independent grocery stores were 10% larger in May this year than in the corresponding month in 1950, the U.S. Department of Commerce reports. Compared with the April volume, sales in May this year were up 6%. For the first five months of 1951, sales were up 12% from the corresponding period of 1950. Independent retail sales of all kinds in May were up 3% from May, 1950, and up 7% from April, 1951.

Formulas

(Continued from page 21)

$\frac{3}{4}$ mixed, add the shortening and mix until the dough is smooth.

FRENCH BRIOCHE

Sponge:

2 lb. lukewarm milk
4½ oz. yeast
3 lb. bread flour (strong)
Allow to rise and drop.

Then add:

4½ oz. sugar (sucrose or dextrose)
2 lb. whole eggs
1 lb. 2 oz. bread flour (strong)

Then add and mix in:

2 lb. soft salted butter

Allow to rise and then take to the bench. The dough should be on the soft side.

DUTCH CRACKLE TOP ROLLS

10 lb. flour
3 qt. milk (variable)
3 oz. salt
7 oz. yeast
1 lb. 8 oz. sugar (sucrose or dextrose)
1 lb. eggs
6 oz. butter

Temperature 80° F. One full rise (about 2 hr.) and take to bench. Mix in regular sequence for sweet roll. Mix until smooth.

Do not overmix.

At time of full rise, take to bench and roll out about ½ in. thick. Cut with a 2 in. biscuit cutter and coat with topping given below. Proof until light and bake at about 400° F.

Topping

1 lb. sugar
2 oz. flour
4 oz. butter
4 oz. boiling water

Blend dry ingredients, add boiling water and mix until smooth. As soon as rolls are cut spread carefully with a thin coat of topping.

GRAHAM SOFT ROLLS

21 lb. bread flour
9 lb. graham flour
17 lb. water (variable)
7 oz. salt
1 lb. 12 oz. sugar (sucrose or dextrose)
1 lb. 8 oz. yeast
1 lb. 8 oz. shortening
1 lb. 2 oz. molasses

Dough temperature 80 to 82° F. First punch 1 hr. To the bench 30 min.

Scale into 4½ lb. pieces and round up. Allow to rest for about 10 to 15 min. and divide into 36 pieces using a bun press. Round up and place on bun pans. Proof and bake at about 410° F. Wash with melted shortening or butter when removed from the oven.

Note: These rolls may be made up like Parkerhouse rolls if desired.

The mixing procedure for this dough is like the regular straight dough procedure.

SUBMARINE ROLLS

16 lb. flour (high protein)
8 lb. 8 oz. water (variable)
6 oz. yeast
4½ oz. salt
4 oz. sugar
1 lb. shortening
4 oz. malt
½ oz. yeast food
1 lb. egg whites

Dough temperature 79 to 80° F. Fermentation time approximately 1 hr. 45 min. Then punch. Take to the bench 45 min. later.

Note: The egg whites may be added with the water. Make up similar to "hot dog" rolls.

HOT CROSS BUNS

10 lb. flour
5 lb. 8 oz. water (variable)
10 oz. yeast
1 lb. 6 oz. sugar (brown)
2 oz. salt
1 lb. shortening
6 oz. sweetened condensed milk
2 lb. raisins
1 lb. currants
5 oz. chopped citron
6 oz. eggs (whole eggs or sweetened yolks)
1 oz. mixed spices
20 cc. lemon flavor

Method: Cream sugar, shortening, salt and eggs. Add part of water, sweetened condensed milk, flavor, flour and spices. Add rest of water in which the yeast has been dissolved. Incorporate fruit which has been washed and drained.

Dough temperature 81° F. First punch 2 hr. 15 min. Bench 10 to 15 min.

Scale 3 lb. for a 3 doz. press. When half proofed cut with cross or when baked cross with white icing. Oven temperature 390 to 400° F. Wash rolls with glaze on coming from oven.

ONION RINGS AND HORNS

18 lb. flour (high gluten)
8 lb. 4 oz. water (onion)
9 oz. yeast
4 oz. salt
1 lb. sugar (sucrose or dextrose)
4 oz. milk solids (non-fat)
12 oz. eggs
8 oz. vegetable oil
1 lb. dehydrated onions

Mix together the sugar, salt, milk solids, eggs and oil. Then add 6 lb. water. Dissolve the yeast in the other 2 lb. 4 oz. water. Add the flour and then the yeast solution. Mix until a smooth dough is obtained.

Dough temperature about 75° F. Allow one full rise, about 2½ hr. Punch and allow to rest for about 20 min. and then take to the bench.

For onion rings, roll the dough out like cinnamon rolls. Wash the dough with water that is slightly salty and then sprinkle the soaked onions on this evenly. Roll up and then cut into pieces about 1 in. thick. Place 2 doz. pieces on a bun pan and wash with water and sprinkle poppy seed or a caraway and salt mixture on top. Allow to proof and bake at about 400° F. using steam in the oven.

For onion horns, scale off the dough into pieces weighing 5 lb. 12 oz. Allow to rest for about 15 min. and then cut with a bun press. Separate the pieces and allow them to rise a little and then roll out as for crescents. Dip the rolled out piece of dough in the onions and then make up like crescents. Wash the crescents with water and sprinkle with caraway and salt mixture or poppy seed. Place on pans and allow to proof. Bake at about 400° F. using steam in the oven.

Note: Soak the dehydrated onions in 1 gal. water for several hours. Drain off the excess water from the onions and add enough water to it to make up the water required for the dough. Use the soaked onions for the filling in the rolls.

NEW WAGES AND HOURS LAW IN CONNECTICUT

WEST HAVEN, CONN.—Starting Oct. 1 Connecticut employees who are not already subject to the Federal Wages & Hours Law will come under the new Connecticut Minimum Wage Law which sets a 75¢ an hour minimum wage but makes no provision for overtime, a bulletin of the Connecticut Bakers Assn., Inc., points out.

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Crusts & Crumbs

FROM THE EDITORIAL SLICER

By Carroll K. Michener

A Lesson in Socialism

A Letter from Thomas J. Shelly, Teacher of Economics and History in the Yonkers, N.Y., High School.

AS a teacher in the public schools, I find that the socialist-communist idea of taking "from each according to his ability," and giving "to each according to his need" is now generally accepted without question by most of our pupils. In an effort to explain the fallacy in this theory, I sometimes try this approach with my pupils:

When one of the brighter or harder-working pupils makes a grade of 95 on a test, I suggest that I take away 20 points and give them to a student who has made only 55 points on his test. Thus each would contribute according to his ability and—since both would have a passing mark—each would receive according to his need. After I have juggled the grades of all the other pupils in this fashion, the result is usually a "common ownership" grade of between 75 and 80—the minimum needed for passing, or for survival. Then I speculate with the pupils as to the probable results if I actually used the socialistic theory for grading papers.

First, the highly productive pupils—and they are always a minority in school as well as in life—would soon lose all incentive for producing. Why strive to make a high grade if part

of it is taken from you by "authority" and given to someone else?

Second, the less productive pupils—a majority in school as elsewhere—would, for a time, be relieved of the necessity to study or to produce. This socialist-communist system would continue until the high producers had sunk—or had been driven down—to the level of the low producers. At that point, in order for anyone to survive, the "authority" would have no alternative but to begin a system of compulsory labor and punishments against even the low producers. They, of course, would then complain bitterly, but without understanding.

Finally I return the discussion to the ideas of freedom and enterprise—the market economy—where each person has freedom of choice, and is responsible for his own decisions and welfare.

Gratifyingly enough, most of my pupils then understand what I mean when I explain that socialism—even in a democracy—will eventually result in a living death for all except the "authorities" and a few of their favorite lackeys.

PRIMITIVE OVENS are to be found in many parts of rural Palestine. The construction is simple. A hole is dug in the ground about three feet deep and two feet in diameter,

and lined with cement and smoothly polished. Because of the scarcity of wood for fuel, such ovens are heated by burning thornbrushes, dry grass and weeds.

To bake to advantage three women are required—one to roll and pat the dough into loaves; another to manipulate each loaf, tossing it from hand to hand and over her arms, so as to expand it regularly when thrown upon a round cushion made for the purpose; a third to clap the loaf on a cushion upon the heated interior side of the oven, and remove another already baked.

A shed is built over the oven, or the oven is excavated in the floor of a small room, open in front, for easy access, and sufficiently protected from rain and snow in winter. The loaves are not as thick as thin fiberboard, and are about one foot to one foot and a half in diameter. The bread is called "marku" (rolled).

When the oven is hot two loaves a minute can be baked. It is not unusual to see a pile of 200 near an oven. In two or three days such loaves become as hard as leather. All three daily meals are largely made up of bread.

As far back as the year 1155 an organization was formed in London calling itself "the Worshipful Company of Bakers." It is still in existence as a bakers' guild. For a time, in fact, there were two bakers' guilds—brown bread bakers and white bread bakers. The refined wheat flour was used by the white bread bakers who catered to nobility and the wealthy classes. They considered themselves of superior caste to the brown bread bakers who baked for the masses.

Food Crank Columns

Monitoring the public prints and the air waves for the Millers National Federation has brought to light some atrocious examples of the current epidemic of food-faddist attacks upon white flour and bread. Those who attended the recent annual meeting of the federation were regaled with the following sentences from a vitamin pitchman's broadcast: "Instead of eating the food that Nature gave us as Nature meant it to be eaten, we live on a diet that has been boiled, broiled, fried, roasted, toasted, baked, burned, steamed, stewed, smashed, incinerated, cremated and embalmed. . . . Twenty to 50% of your diet is white flour and its products. . . . Strip the husk containing the vitamins (from the golden grain of wheat). Take out the embryo containing the rest of the vitamins and minerals. You live on the starch that is left. The vitamins and minerals go into feed for your cattle and your hogs. . . . Go to the fair and have a look at the hogs. They're big and healthy, and they win blue ribbons. Then look at the guy that raised them. He has rheumatism, high blood pressure, diabetes,

one foot in the grave, the other on a banana peel. There's not a blue ribbon in a carload." It is not enough for millers and bakers merely to be able to recognize the hogwash in such radio entertainment. Much more important is knowing what it is that pollutes the ether—and then doing something about it.

What has made America rich and strong and united is not so much that it has a single large market for its heavy industry, but that the single market has been kept free and competitive and supple.—*The Economist, London.*

Prior to 1850 practically all of the bread consumed in America was baked by the housewife.

Science Notes That Pack a Wallop

The electron beam does not alter the staling process in bread, according to the American Institute of Baking.

Industrial alcohol can be produced from grain through the use of mold enzymes at less cost than by the traditional malt process, according to the U.S. Department of Agriculture.

A prepared mix, as simple to use as Bisquick, has been developed for making the favorite food of the Mexican—the tortilla—by scientists from the Armour Research Foundation of Chicago and the Mexican Institute of Technical Research.

The rumor that male sterility may be caused by eating broilers fattened by implantation of the feminizing chemical diethylstilbestrol has been tagged "another screwball idea" by Dr. Arthur Goldhalf, director of the Pineland (N.J.) Poultry Laboratories.

KNOW THEM BY THE BREAD THEY EAT

There was a time when bread was bread, And had no fancy name: It was "the Staff of Life," they said, And bade us eat the same.

But now that bread is advertised Via press and radio wave, My household schedule's been revised Till I'm about to rave.

My husband says that his physique Must keep its strong appeal, And bids me gird my loins and seek The bread named ROMAN MEAL.

Then Junior came with his request, Though somewhat strange t'would seem; He wasn't sure, but yet he guessed He'd like the brand SUNBEAM.

My daughter's anxious to retain Her sylphlike form and mood, She wants the loaf that bears the name Of far-famed HOLLYWOOD.

The children want the bread that keeps The good Lone Ranger fit; The gingham wrapper at you leaps With KILPATRICK on it.

But now it's up to me to choose The bread that fits my text; So I'll take WONDER just because I'm wondering what comes next.

Ivah Moyer Thomas



NEW LEVER SHORTENING PLANT—The new \$25,000,000 shortening, soap and detergent plant of Lever Bros. Co., shown above, was officially opened in Los Angeles recently. The plant was hailed by A. J. Gock, representing the Los Angeles Chamber of Commerce, as the "largest industrial investment made by private business in the history of Los Angeles County." The eight-man board of directors of the company, headed by John M. Hancock, board chairman, and Jervis J. Baab, president, were present for the opening ceremony. The new installation, consisting of six major buildings and facilities, occupies one third of a 30 acre plot. Each year it will turn out more than 4,500 freight car loads of products. Production from the plant will be distributed mostly in 11 western states with sales directed from divisional sales offices in Los Angeles, San Francisco and Denver. Other directors taking part in the ceremonies were Franklin J. Lundberg, chairman of the Lever executive committee; William H. Burkhardt, production vice president under whose direction the plant was erected; J. Laurence Heyworth, Lever Bros. & Unilever, Ltd., who came from London; Charles A. Massey, president of the Lever Bros., Ltd. of Canada; Robert B. Smallwood, president of Lipton Tea Co., and E. Lee Talman, Lever administrative vice president. Also present was Unilever director F. D. Morrell.

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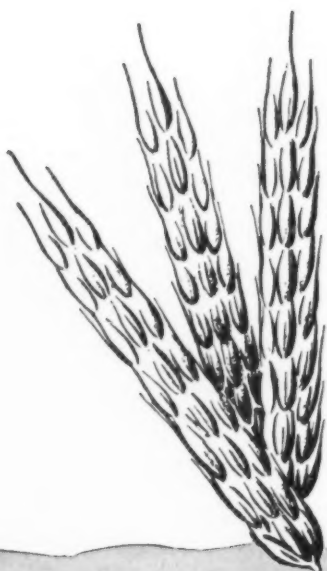
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A Balance Sheet . . . The History of Bread's Enrichment

By H. Gilmore Walter
Hoffmann-La Roche, Inc.

IT is a widely known fact that in the milling of wheat, the white flour therefrom is deprived of a good share of the nutritional substances naturally occurring in the whole grain. A second well established fact is that in this country a great majority of our people prefer white bread. These two facts presented our nation's nutritionists with a national dietary problem about which they could do very little until about 10 years ago when commercial production of several of the wheat vitamins made possible a practical solution of this problem.

The idea of restoring these otherwise lost essentials to white flour took on a significant development, and the terms enriched flour and enriched bread started to appear in the standards of identity outlined by the Federal Food & Drug Administration.

During World War II it became compulsory for bakers throughout the country to enrich their white bread and rolls. By the time this federal order was rescinded along with many other wartime orders, the baking in-

EDITOR'S NOTE: The accompanying article is the essential text of an address by Mr. Walter before the bakery department of the School of Technical Training, Oklahoma A. & M. College, Okmulgee, Aug. 15. Mr. Walter is with the vitamin division of Hoffmann-La Roche, Inc.

dustry was substantially convinced that enrichment was good for its industry.

The Status of Legislation

Many states desired to have their white flour and white bread continued to be enriched permanently and brought this about through legislation until now the number of states having compulsory enrichment of bread flour has reached 26 and they are as follows: Washington, Wyoming, Colorado, North Dakota, South Dakota, Nebraska, Kansas, Oklahoma, Texas, Arkansas, Louisiana, Indiana, Ohio, Kentucky, Mississippi, Alabama, Georgia, West Virginia, North Carolina, South Carolina, New Jersey, New York, Maine, Massachusetts, New Hampshire and Rhode Island.

In addition to these states is Puerto Rico, and its legislation includes all bakery products containing white flour, not only bread, rolls, etc., but such products as crackers as well.

In states without compulsory legislation, we find that most of the progressive bakers are enriching their bread.

In comparison with many other populations throughout the world, our citizenry fortunately is quite well fed. Yet in this country of normal abundance in foodstuffs, our dietary has been far from perfect. The economic factor is influential, and secondly we have improper eating habits to deal with, and individuals on various diets of one type or another frequently fail to take into account the importance of a proper nutritional intake.

Enrichment's Beneficial Effects

These factors within our own country have made it possible for conclusions already to be drawn on the beneficial effects of the vitamin and iron enrichment of our flour and bread, and other fortified products as well.

While the correction of borderline

deficiencies does not make for spectacular reading, it is an important benefit to a great many people. Extreme vitamin deficiency is something our general public is not well versed in, but prior to bread enrichment, actual cases of beri-beri and pellagra would show up in our hospitals, whereas after the enrichment program got under way, such severe nutritional diseases resulting from lack of thiamine and niacin have largely disappeared.

A controlled dietary experiment in Newfoundland with several hundred persons under survey showed distinctly beneficial results through the consumption of enriched bread and fortified (with vitamin A) margarine, whereas deficiency diseases caused by lack of vitamin C for example, and not supplied in the above mentioned foods, continued on at an unreduced pace. A full report on the Newfoundland survey is available and has been widely circulated. It quite well confirms the importance of enrichment.

A more recent experiment, and one involving many thousands of people representing major segments of the entire population of a single country is now being acclaimed. This project has now been in progress long enough to demonstrate what the enrichment of rice with the "wheat" vitamins and iron can do. In the Bataan area of the Philippines in which some 90,000 inhabitants live, the beri-beri death rate has formerly been very high. This is evidenced by the mortality rate prior to the experiment of 246 per 100,000, these figures being compiled from October, 1947, to September, 1948.

By feeding enriched rice to these same zones from October, 1948, to September, 1949, the mortality fell to 80, which was a 67% decrease in mortality in beri-beri deaths. To prove all other factors were discounted, a second zone area was tabulated concurrently during the above identical dates, these "control" or untreated zones showing an increase of 2.4% in similarly caused deaths. At 35¢ per person per year, it is not difficult to evaluate what this rice-enrichment project will ultimately mean to the 19 million population of the Philippines, which heretofore has suffered beri-beri deaths in the range of tens of thousands annually. Detailed reports on this project are available to those interested.

Nutritionally Improved Foods

So enriched bread conforms to a high plane in nutritional foods. It takes its place among other basic foods which have been nutritionally improved by vitamin and mineral enrichment or fortification such as: Corn meal and corn grits, farina, macaroni and spaghetti, all of which are enriched with thiamine, riboflavin, niacin and iron; salt with iodine; milk with vitamin D and more recently showing up in certain markets with vitamin A, certain of the B vitamins plus its natural constituent C or ascorbic acid. Also is margarine fortified (with vitamin A) and now rice with B vitamins and iron.

The accompanying two tables show how the unenriched flour and plain white flour compare with whole

wheat; and the same comparison in the case of breads.

How Enriched Bread Compares With Plain White and Whole Wheat Breads in Nutrients Per Pound

	Plain white	Enriched white min.	max.	Whole wheat
Thiamine (mg.)	0.3	1.1	1.8	1.3
Riboflavin (mg.)	.5	.7	1.6	.7
Niacin (mg.)	3	10	15	16
Iron (mg.)	3.9	8	12.5	11.8
Calcium (mg.)	254	*254		272
Protein (gm.)	39	39		43

*Enriched bread may contain 300 to 800 milligrams of calcium per pound, as well as 150 to 750 U.S.P. units of vitamin D, as optional ingredients.

How Enriched Flour Compares With Plain White and Whole Wheat Flours in Nutrients Per Pound

	Plain white	Enriched white min.	max.	Whole wheat
Thiamine (mg.)	0.3	2	2.5	2.5
Riboflavin (mg.)	.15	1.2	1.5	.56
Niacin (mg.)	3.5	16	20	25.3
Iron (mg.)	3	13	16.5	17.3
Calcium (mg.)	86	*86		173
Protein (gm.)	49	49		59

*Enriched flour may contain 500 to 625 milligrams of calcium per pound, as well as 250 to 1,000 U.S.P. units of vitamin A, as optional ingredients. At present these are not ordinarily used. Enriched self-rising flour, in addition to the other ingredients, contains not less than 500 and not more than 1,500 milligrams of calcium per pound.

Enriched bread can be made either from enriched flour or from unenriched flour, and in the latter case the enrichment is added by the baker in the usual form of wafers.

If the baker uses enriched flour, his miller adds the proper percentages of vitamins and iron in conformity to the Food & Drug standards for enriched

flour. These provide the correct quantities of B₁, B₂, niacin and iron, allowing for normal loss of thiamine expected through baking loss. Enriched flour will produce a loaf of bread which in turn conforms with established levels of vitamins and iron in the finished loaf.

When using unenriched flour, the baker most generally uses the customary tablet or wafer. This wafer is formulated in such a fashion that it quickly disintegrates in water and is then added to the dough batch. Each wafer contains the proper quantities of B₁, B₂, niacin and iron for 100 lb. of flour in the bread formula.

The use of the wafer does not influence the percentages of any other ingredient going into the dough. In fact, in order to accommodate themselves to variations of milk percentages in the formula, wafers are available in two types, known as "A" and "B."

For purposes of economy, the baker likes to take economical advantage of the natural riboflavin content of the milk he uses in making up his dough. When his formula contains 3% or more of dry milk solids, he uses the A type wafer, for it contains less riboflavin than the B type wafer. On the other hand, when his formula contains less than 3% of dry milk solids, he uses the B type wafer to insure the proper riboflavin content in his baked loaf. Aside from the riboflavin content, there is no other difference between wafer types A and B, except of course the cost of the A type is proportionately less.

One A wafer, treating 100 lb. flour in the dough batch, currently costs approximately 5.7¢. One B wafer costs 5.94¢. This makes the cost of enriching a loaf of bread approximately .04¢ a pound loaf.

	Each A wafer contains	Each B wafer contains
Vitamin B ₁	190 mg.	190 mg.
Vitamin B ₂	70 mg.	90 mg.
Niacin	1,200 mg.	1,200 mg.
Iron	900 mg.	900 mg.

—BREAD IS THE STAFF OF LIFE—

Flour Distributors Urged to Get Copies of Collier's Story

BOSTON—Walter E. Sands, Boston, president of The National Association of Flour Distributors, has recommended that all members of the organization obtain copies of the article recently appearing in Collier's magazine emphasizing the great value of enriched bread.

It is understood that reprints of the article are available at three cents per copy, with a minimum of 1,000 copies. While this amount may be larger than some distributors can use, Mr. Sands suggests that they might combine to secure reprints and divide them among themselves. He also said that this would be an excellent activity for local group members of The National Association of Flour Distributors to carry on.

Mr. Sands further called attention to an address recently made by Walter Warrick, vice president of the J. R. Short Milling Co., Chicago, before a group of food editors in Cleveland. Mr. Warrick's address was along lines similar to the article published by Collier's. Mr. Sands' feeling is that if local flour groups could arrange to have Mr. Warrick deliver the same address before other groups of food editors it would be of material value to the flour industry.



James C. Orr

PLANS MOVE—James C. Orr has resigned as bakery flour sales manager for the Western Star Milling Co., Salina, Kansas, and plans to establish a flour brokerage business headquartered in Morgantown, W. Va. He will represent the Atkinson Milling Co., Minneapolis, on spring wheat bakery flour in West Virginia and western Pennsylvania and the Abilene (Kansas) Flour Mills Co. on southwestern bakery flour. Mr. Orr points out that the Morgantown location will enable him to contact the bakery trade in West Virginia, Pennsylvania, Ohio and Maryland.

The Need for 'Selling America Long'

BACK in the days when this nation was young and bustin' out all over with industrial expansion and economic growing pains, a shrewd and rugged Wall Street tycoon coined that famous phrase "Never sell America short!" This was a very sage and sensible warning that despite the panicky stock market ups and downs of the period, a bearish bet on the future of this great nation was bound to be a bad bet.

Time has proven the truth of that old adage, again and again. But today I'd like to paraphrase it a bit and give it a more positive twist. Instead of a warning on the folly of selling America short, I'd like to talk about the patriotic, practical and present need for "selling America long."

I am not referring now to the type of selling that is being done by such

★ ★
By A. R. Fleischmann
Standard Brands, Inc.

an economic expert. But as a salesman, I thrill to the idea, which many economic experts are now advancing, that the demands of defense call for expansion rather than contraction; that we can, by increasing our productivity, provide for defense and at the same time actually improve our standard of living; that we can, in short, use greater productivity to strengthen defense, pay for defense, check inflation and lessen the need for restrictive legislation.

This of course, is neither a new nor a revolutionary idea. But the morale-building fact that World War II has taught us is that it actually works; that our free civilian economy has grown so productive and so powerful that we can maintain our standard of living in war as well in peace—as long as that productivity keeps on expanding.

One factual basis for this statement can be found in a little booklet written by Arno H. Johnson, vice president of research for the J. Walter Thompson Co., which presents a truly heartening picture of our ability to meet and beat the present test of our economy. In answer to the question "must defense curtail our civilian economy?" he writes as follows:

"Soon after Pearl Harbor, some people expected civilian living would have to be cut from the 1940 level of \$72 billion to \$56 billion, the 1933 low. However, by the war peak, production for civilian use had been boosted to \$112 billion—and we had added almost \$100 billion for war materials."

Amazing Achievement

Now I don't need to remind you that our expanding economy and our increased productivity since the end of World War II has also been one of the most amazing achievements of any nation at any time. According to Mr. Johnson's figures, we had arrived at a point just prior to Korea where our standard of living, as measured by total consumption, was 52% greater than in 1940. And the liquid assets held by individuals was 102% greater than in 1940.



A. R. Fleischmann

It seems to me that the amazing point here is that these high levels were reached despite the widespread fears and pessimistic predictions that we were bound to have a post-war depression or recession. In other words, they were reached by an upward surge of production that nothing and no one could halt and for which American productivity and salesmanship can take full credit.

Now, of course, there is the question of whether we can keep on increasing our productivity between 1951 and 1955 by the percentage which will be needed to reach a peak production of \$350 billions. Mr. Johnson points out that in order to achieve this goal we need only increase our productivity by 3% per capita per year over 1949, which does not seem so impossible when we consider that even in terms of constant 1940 dollars, we increased our productivity per capita from \$770 in 1940 to \$1,235 in 1944, an increase of 60%.

However, as I said at the start of this talk, I am more interested in our sales responsibility at the moment than in the problems of increased productivity. And here is where you come in. For in order to match our fabulous and undoubted capacity for expansion and production, we must also stimulate demand and consumption or sales. If an increase in buying demand is not created and maintained during this period of expansion, the production possibilities just referred to cannot be achieved. To put it bluntly, if we can't sell what we can produce we won't produce it.

It is this fact that gives the title of this talk, "Selling America Long," a special and urgent meaning. For selling not only stimulates greater production, but also provides the increased earnings needed to finance a strong defense. The government, as we know, gets its funds ultimately from the people. And so we must provide a broader base for taxes and savings bond purchases if we hope to be able to pay for future security, which is why I repeat: we have got to sell to produce, and we must produce to stand the burden of defense.

Special Opportunity

I realize that creating an increased consumer demand for more bread and baked products is neither as easy nor as dramatic as it would be for, say, television sets. Moreover, since the capacity of the human stomach is said to be only 32 oz., the competition between baked products and other foods for a share of that small cavity is going to be correspondingly keen. Nevertheless, the present emergency does present a rather special opportunity to the baking industry.

As you know, large-scale commercial baking is not much older than many of us here today. Of course, I can't remember that far back myself, but they tell me that in 1901, at least 95% of all bread was baked in the home. While today at least 95% is baked in bakeries.

Now while I would be the last person to minimize the role the baker himself has played in this great industrial expansion, the fact remains that forces over which he had no control, such as World Wars I and II, have been tremendously important factors in switching the housewife from home to commercial baking. In fact, it was World War I that actually put bread making on a commercial basis.

During World War II, the baker

had a comparable opportunity to take over the housewife's job of cake, pie and sweet goods baking as well. But although the sale of these products did increase tremendously, there was no such widespread or permanent switch to commercially baked sweet goods as had occurred in the case of bread. Moreover, a survey of housewives that was made in 1944 showed that a majority of the women who were interviewed were not entirely sold on baker's sweet goods and that they preferred their own products because they believed them to be of better quality.

I bring up this old (and generally unjustified) consumer belief, because we are now entering a period when the baker for the third time in a lifetime has another great opportunity to step into the national picture as the housewife's best supplier of her family's favorite desserts, pies, cakes and sweet goods. This third opportunity is based on the fact that whether or not we are forced into another all-out war, the present defense effort will once again draw many of our women from their kitchens and bake ovens.

Even now, according to the Bureau of Census, almost one out of every three females in the country is employed at some kind of job. And when the aircraft factories and other war industries get really rolling—when Rosie the Riveter again takes her place on the production lines—the total number of working women will far exceed the total during the last war. And so, as I say, the opportunity is before us once again—the opportunity to establish commercially baked products as so superior to the home baked variety that when the emergency is over sales will continue to expand, rather than start to contract.

Not Easy to Achieve

Such a desirable result will not, of course, be as easy to achieve as was the switch to baker's bread in 1918. Bread making was always a difficult and unglamorous home chore, and the women of America were happy to get out of it. Moreover, although pies, cakes and sweet goods lead the list of favorite desserts, competitive foods are constantly whittling away at this long-established national preference.

The answer to all such threats, on the part of each individual baker, is better quality products in tempting varieties and better sales and merchandising methods. Also, as many competitive products have dramatically demonstrated, there must be continuous cooperative advertising to the public, on the part of the baking industry as a whole.

As previously mentioned, the housewives who bought quantities of commercially baked products during the last war were not particularly enthusiastic about those products. Thus, the post-war Bakers of America Program advertising and public relations, with its emphasis on the baker's skill, the high quality of his products and all the other logical reasons why the housewife should "Buy It Baked," could not have come into being at a more appropriate time.

That campaign, together with the wonderfully fine and tempting products the American baker has been producing during this post-war period, have solidified your war time gains and have gone a long way towards insuring your future. But it cannot be over-emphasized that now is not the time to ease up in the slightest on either quality production or forceful salesmanship.

I realize that despite the opti-

agencies as the Voice of America, although I do believe it's about time that this nation of so-called super-salesmen devoted some of its talents to selling the American story to the rest of the world. But what I have in mind is the type of selling you and I can do, in our own businesses, to help keep this nation economically strong and productive today, tomorrow and for as long a period as is needed to protect our way of life.

Helps the Nation

In the final analysis then, I am talking about the type of selling that you are doing (or should be doing) right now—that is, selling bread and baked products as economically, as efficiently and as forcefully as you possibly can. And the point I'd like to discuss is how and why this normal, day-to-day business operation can help the nation as well as the businessman who practices it.

I realize that many of you, who went through the last depression and who have a much better grasp than the average on what our present defense effort is going to cost us, are troubled with private concerns about where we are heading—whether there isn't something we should be doing that is more drastic or dramatic than "business as usual" and whether, in fact, we shouldn't start doing some English-style "austerity thinking" and brace ourselves for a period of decreased sales of all but the most essential commodities and a generally lower standard of living.

Those, as I say, are natural questions in the mind of anyone who has suffered through a depression and therefore has a tendency in times of crisis to sell America a little short. Also, an austerity program is undoubtedly one way to handle the present problem of superimposing a gigantic defense effort on our peacetime economy. But I submit that in the light of our prodigious war and post-war expansion during the past 10 years, it is not the only answer and it is probably not the right answer.

I should like to make it clear that I am speaking now as a naturally optimistic salesman rather than as

ADS HELP TEACHERS UNDERSTAND BAKING

CHICAGO—The third in a series of editorial advertisements aimed at helping teachers guide their students to a better understanding of baking will appear in the November issue of *Scholastic Teacher*. Reprints of the ad, as well as the earlier ones which appeared in the April and May issues of the same publication, may be obtained at \$2 per 100 from the Bakers of America Program, 20 N. Wacker Drive, Chicago 6, Ill.

mistic picture I have been painting of the possibilities of the future, your actual present is filled with the rough and rugged problem of costs, the problem of how to make a legitimate profit and the large number of dollars it takes to run your businesses. I'm afraid that the only secret weapons for these problems are those old standbys, increased sales and increased efficiency in sales, production and overall management.

There's not much doubt but that the days when management could coast along on a tide of constantly rising demand and ever-increasing product, prices have disappeared. Today, the successful manager's goal must be "the lowest cost of production and distribution consistent with the highest quality and service."

I know that sounds like a copy-book maxim, but sometimes it is surprising how much we can save when we are forced to take stock and really start looking around. For example, an adequate and comprehensive cost accounting system can do wonders for the baker who isn't exactly certain whether each product is a money-maker or a money-loser. And never forget that a well-trained, happy organization is the key to efficient operation of any business. Yes, we've got to eliminate "frills" and inefficiency. But as I said before, the one thing we can't afford to cut is quality, because quality is the secret of increased sales.

Now is the time when you should be selling your products and your industry long, when you should be planning for an expanding rather than a contracting economy and when you cannot afford to let fear of the future replace faith in the future. The consequences of fear and pessimism when they lead to inaction and contraction are too well known to need any emphasis here. We can all recall that although the depression of the thirties involved many complicated economic factors, it was the shock of the stock market crash and the paralyzing fear that followed that made it so long and so bitter.

A more recent and applicable example was the so-called "recession" of 1948, which is now attributed to the business timidity that expected an inevitable post-war depression and failed to get out and sell the products the people wanted. As *Fortune* magazine put it at the time, "the biggest man-made force working to keep the economy going is salesmanship. When it falters, as it did in 1948, recession follows."

If that analysis was true in 1948, it is doubly true today. We cannot afford to falter, and we will not falter, if we keep in mind the fact that America's genius for management, production and salesmanship has proven itself to be capable of meeting any emergency we may be called upon to face. Gentlemen, today intelligent, courageous management and planning are more important than

ever. We either go ahead or go backwards. We can't stand still.

In conclusion I should like to emphasize once again that the attainment of maximum efficiency in production, selling and management, an essential function of our so-called capitalistic system, is a most powerful weapon in our arsenal of democracy. This function, scorned by the Marxists, is an indispensable element in our production process and a vital factor in our precedent shattering effort to build our defenses while maintaining the highest standard of living the world has ever known.

And so, today, we pledge ourselves to the task of "selling America long" simply and solely by selling our goods, our services and our way of life to one another and to all those hungry and war-weary peoples who may one day wish to follow the American dream of freedom and peace and plenty.

Promotion Letter

(Continued from page 11)

to the Bakers of America Program and Wheat Flour Institute, be enclosed with each letter. Mr. Ritz explains that if each of the 329,000 bakery employees carries the story that bread is not fattening into 10 different homes, it will mean that 13,160,000 people will be getting first-hand information about bread.

The text of the letter which International suggests be sent to the nation's bakery employees follows:

We are engaged in battle. By "we" I mean all of us connected with the baking industry everywhere. We are engaged in the hard-fought battle being waged by all food manufacturers to firmly establish a place for our products in the daily diet of the American family. Our company's future success—and the success of the industry—depends on how effectively we are able to "sell" the consuming public on bread, rolls, and cakes as superior foods.

Today, as never before, the baking industry must meet the challenge of competing foods. Hundreds of millions of dollars have been spent in merchandising and advertising by citrus fruit producers, the dairy and meat industries and scores of others. Last year the dairy industry alone spent several million dollars in product promotion. The American Meat Institute threw \$1,500,000 into advertising.

Our industry has not been standing idly by, of course. Through the American Bakers Assn., we are spending well over a million dollars annually to promote increased consumption of bakery products. However, bakery products have been the victims of prejudice and misunderstanding. For example, Bing Crosby made a recording urging children to do without bread. The "Reader's Digest" published a condensed version of diet-authority Gayelord Hauser's book, ridiculing white bread and flour. The false notion that "bread is fattening" has too long been popular belief. And now, we are prepared to fight back!

We are being provided with a new and powerful weapon—the "Common Sense Weight Reduction" study, which proves beyond question that BREAD IS NOT FATTENING.

We want to do everything possible to see that the truth about bread reaches the consuming public. Now, here's information about a special job we have for you to do. I am sure



OPEN HOUSE—An elaborate open house for the baking industry and its allied industries will mark the opening of the new Chapman & Smith Co. plant at North and Hawthorne Avenues, Melrose Park, Ill. Refreshments and conducted tours are scheduled for Sept. 29-30, from 1-5 p.m. In addition there will be a display of baked goods produced in the research bakery which is a part of the new plant, and a presentation of Chapman & Smith merchandising and sales tips. The "Rolling Pin Square" plant is one of the most modern in the country, with over 100,000 sq. ft. of floor space, private switch track facilities, a complete test bakery and research laboratory.

we can depend on you to do it, and do it well.

In this country there are over 329,000 baking industry employees. We are asking all 329,000—329,000 "disciples"—to learn all there is to know about bread and bakery products, then to see that their friends and acquaintances understand why baked goods give them more nutrition for their food dollars.

Our products are good to eat. They are the housewife's best food buy, supplying far more food value at much less cost than any other single food. When people learn that our products supply the elements needed for growth, pep and well-being, and that they provide more food value at less cost than any other single food, there will be more baked goods consumed.

So the special job we are asking you to do is spread the "gospel" about bakery products. Here is what you personally can do:

(1) Enclosed you will find 10 "Common Sense Weight Reduction" leaflets. Take one of these and study it carefully. Note how this research work by Dr. Ruth Leverton of the University of Nebraska explodes the common belief that "bread is fattening." Here is a way to actually lose weight by eating bread. People in your immediate family may want to start using this diet. Certainly among your friends there are several who will want to try it. So the first part of the assignment is to study and understand all the information in this leaflet and encourage other members of your family to study and understand it.

(2) The second step in this assignment is to see that the other nine copies of the leaflet get into nine different homes. Urge these people to try this new diet. Try to get them to know everything that you know about the nutritious goodness and economy of bread and other baked goods.

Just think of it! Three hundred twenty-nine thousand employees—"disciples"—each getting our story into ten different homes will mean that 3,290,000 homes, or almost 13,160,000 people will be getting first-hand knowledge of wheat flour foods from employees of the baking industry. From this beginning, our information campaign will spread until all consumers know the true story about bakery products. If you do your part and if every employee does his part, it will help our company and it will help the baking industry.

"Fattening Phobia"

(Continued from page 11)

transcriptions made for use on twelve radio stations.

5. Free publicity was secured in eight daily newspapers explaining the Common Sense Weight Reduction Leaflets.

6. At the Kiwanis, Exchange and several other civic clubs, copies of the weight reduction folders were distributed.

7. End seals at the Meridian plant were used, calling people's attention to the program.

8. Calls on doctors were made in the principal towns of the Hardin territory. A young lady employed by the company informed doctors of the program and pointed out that the first thing people were told to do if they wanted to diet was to consult their physician, and that the program was accepted by the American Medical Assn.

To sum up the results, the company says that inquiries were very good. A total of 135,000 Common Sense Folders were distributed. This included about 50,000 folders which were mailed directly to listings in the telephone book. In this mail, a diet folder and a small die-cut blotter were included with a letter.

Tie-in advertising with the program was made on a 30-day basis. Thirty days after the program was concluded, a survey was made and out of 100 people questioned, 87 were familiar with the advertising and knew about the Common Sense Weight Reduction Plan.

"Hardin's Bakeries went into this program alone and used it thoroughly," says Mr. Hardin, "But it is felt that competitors derived some benefit from the advertising. Officials of this company think this program should be developed more and that a great deal of benefit to all bakers would result. It will take time to do the job right, but we are running late now, and we should stay with this program until we have educated people to the fact that bread is not fattening."

—BREAD IS THE STAFF OF LIFE—

STRIKE AVERTED

DULUTH, MINN. — A strike of about 150 bakers against five bakeries here was averted recently with a new contract, granting a 6¢ hourly wage increase retroactive to May 1, plus an additional 6¢ boost on approval of the Wage Stabilization Board. A five day week was granted.

DALE WEBER, JR., PROMOTED BY INTERSTATE BAKERIES

LOS ANGELES—The elevation of Dale Weber, Jr., to the position of western division sales manager, in charge of bread sales, tops the list of interplant personnel promotions within the management of the Interstate Bakeries Corp., as announced by R. L. Nafziger, president.

Mr. Weber, son of the founder of the Weber Baking Co., West Coast division of Interstate, has held va-



Dale Weber, Jr.

rious positions within the corporation for the last 16 years, most recently being plant manager of the Weber Baking Co. in Glendale, Cal.

Ralph Jensen has been promoted from plant manager of the Log Cabin Bread Co. to manager of the Weber Baking Co. in Glendale, succeeding Mr. Weber. Mr. Jensen joined the Interstate Corp. in Des Moines in 1928. He was transferred to California in 1940 as sales manager of the Weber Baking Co. in Los Angeles. In 1943 he was promoted to plant manager of the Log Cabin Bread Co.

Into Mr. Jensen's position Fred P. Barr has been promoted from San Diego, where he has been plant manager of the Weber Baking Co.

Bill Stephens, sales manager of the Four S Baking Co., has been promoted to succeed Mr. Barr as plant manager of the Weber Baking Co. in San Diego. George Chaput succeeds Mr. Stephens as sales manager of the Four S company. He joined this company this year, coming from the Franco-American Baking Co.

—BREAD IS THE STAFF OF LIFE—

DATES SET FOR W. E. LONG PRODUCTION CONFERENCE

CHICAGO—The W. E. Long Co. will sponsor a Production Men's Conference at the Bismarck Hotel here Sept. 24-26, according to conference chairman Rowland J. Clark, director of the Long firm's laboratory and products control division.

Speakers on the three-day technical program are Victor Marx, secretary of the American Society of Bakery Engineers; Don Copell, vice president of the Wagner Baking Corp., Newark, N.J., and J. Carl Dawson, head of J. Carl Dawson & Associates, St. Louis.

Also to appear on the program are T. E. McCully, manager of the Carpenter Baking Co., Milwaukee; H. L. Harris, Fuchs Baking Co., South Miami, Fla.; Walter La Rue, Amrhein's

Bakery, Springfield, Ill.; Arthur Hulin, Fisher Baking Co., Salt Lake City, Utah; Charles H. Heim, Morehouse Baking Co., Lawrence, Mass., and Herbert Ingles, Ungles Baking Co., Des Moines, Iowa.

Question and answer panels and open discussions have been scheduled under the leadership of W. E. Long Co., production specialists and will cover all phases of bakery production.

The Production Men's Conference will be held annually to help independent bakers keep abreast of the latest developments in technical improvement of bakery production, Mr. Clark said.

—BREAD IS THE STAFF OF LIFE—

NEW JERSEY BAKERS TO MEET

ROCHELLE PARK, N.J. — The New Jersey Bakers Board of Trade will hold its 1951 convention here Sept. 26 at Kohler's Swiss Chalet. All retail bakers and members of the allied trades in New Jersey are being urged to attend. The theme of the meeting will be "Public Relations." Ways and means of getting young people interested in the industry will be one phase of the discussions.

—BREAD IS THE STAFF OF LIFE—

NEW BISCUIT, CRACKER LIAISON GROUP FORMED

CHICAGO—A new committee composed of members of the American Bakers Assn. and the Biscuit and Cracker Manufacturers Assn. has been formed and will be known as the Biscuit and Cracker Liaison Committee. John T. McCarthy, Jersey Bread Co., Toledo, chairman of the ABA, has announced.

E. L. Southwick of the Farm Crest Bakeries, Inc., Detroit, has been appointed chairman of the baker division of the committee while the biscuit and cracker division will be headed by R. E. Watson of the Weston Biscuit Co., Inc., Passaic, N.J.

Other members of the baker division are Thomas L. Awrey, Awrey Bakeries, Inc., Detroit; Ellis B. Baum, Continental Baking Co., New York; Karl E. Baur, Liberty Baking Co., Pittsburgh; Ralph D. Ward, Drake Bakeries, Inc., Brooklyn, and Edwin C. White, White Baking Co., Indianapolis.

Included on the biscuit and cracker division are H. B. Cunningham, National Biscuit Co., New York; A. W. DeBirny, Sunshine Biscuits, Inc., Long Island City, N.Y.; K. F. MacLellan, United Biscuit Co. of America, Chicago; C. R. McKenna, Johnson Biscuit Co., Sioux City, Iowa; W. T. Scott, Maryland Biscuit Co., Baltimore, and the S. Vander Heide, Holland-American Wafer Co., Grand Rapids, Mich.

"There is of course a close interrelationship between the industries represented by the two associations," Mr. McCarthy said. "However, there is a need for a still closer cooperative activity in solving problems of mutual interest which arise from time to time.

"The liaison committee will enable a greater combined effort on such matters and will effect a better understanding of problems within each industry."

—BREAD IS THE STAFF OF LIFE—

PHILADELPHIA BAKERS RECEIVE 5-DAY WEEK

PHILADELPHIA — Bakers employed by the major baking companies of the Philadelphia area have accepted a new contract giving them a five-day work week for the first time in their history, as well as a

wage increase and other benefits. The action averted a strike.

The contract, which affects 2,000 bakers directly, and 5,000 workers indirectly, also guarantees eight hours of work daily instead of six, and provides a 10¢-an-hour across-the-board wage rise. The men now average \$1.40 per hour. They originally asked a 10% wage increase.

The men who now work six days a week, will have every Saturday off and rotate the other day off. This part of the contract goes into effect Oct. 21. The 10¢ raise is retroactive to Aug. 1, with a wage reopening next Dec. 1, and the rest of the contract extends to July 31, 1952.

—BREAD IS THE STAFF OF LIFE—

25 ATTEND MULTI-CLEAN FLOOR TREATMENT CLINIC

ST. PAUL — Twenty-five sanitary supply distributors from all parts of the country met in St. Paul recently for a five-day floor maintenance clinic sponsored by Multi-Clean Products, Inc., manufacturer of floor machines and floor finishes.

During the clinic, the men stayed at the St. Paul Athletic Club, where question-and-answer sessions were conducted on floor treatment and maintenance. The program included several trips through Multi-Clean's new plant to inspect floor machine assembly lines and the formulation of floor liquids.

Actual on-the-job demonstrations were conducted at local schools and institutions. The clinic was concluded with a "graduation" banquet, where the distributors were presented with diplomas for successfully completing the course.

—BREAD IS THE STAFF OF LIFE—

ANNUAL REPORT CITATIONS

NEW YORK—The annual corporation reports of eight baking and 11 milling firms have qualified for merit citations in a survey conducted by Financial World, investment and business publication. The firms are Continental Baking Co., New York; Hathaway Bakeries, Inc., Cambridge, Mass.; Langendorf United Bakeries, Inc., San Francisco; National Biscuit Co., New York; General Baking Co., New York; Sunshine Biscuits, Inc., New York; United Biscuit Co. of America, Chicago; Weston's Bread & Cake, Ltd., Winnipeg; Arcady Farms Milling Co., Chicago; Centennial Flouring Mills Co., Seattle; Central Soya Co., Inc., Fort Wayne, Ind.; Froedtert Grain & Malt, Milwaukee; General Mills, Inc., Minneapolis; Standard Milling Co., Chicago; Kingsburg Cotton Oil; Omar, Inc., Omaha; Pillsbury Mills, Inc., Minneapolis; Quaker Oats Co., Chicago, and A. E. Staley Mfg. Co., Decatur, Ill.

—BREAD IS THE STAFF OF LIFE—

R. J. KAUTZ NAMED TO OLIN PRODUCTS POSITION

NEW YORK—Raymond J. Kautz, Chicago, has been appointed assistant manager of Olin Products Co., Inc. The appointment was announced by James L. Spencer, vice president and sales director of the company which is responsible for the sale and distribution of Olin cellophane.

Mr. Kautz joins Olin Products after four years as general sales manager of the Simmons Slicing Knife Co. of Chicago, which he helped form, and where he was in charge of sales, merchandising, marketing and packaging.

After four years' World War II service he headed the Chicago office of Buckley Dunton & Co., New York City. He is a graduate of Cornell College.

Program Set for California Bakers' Institute, Oct. 1-2

SAN FRANCISCO — The Bakers Institute of Northern California has been set for the Sir Francis Drake Hotel here Oct. 1-2, under the sponsorship of the Allied Trades of the Baking Industry of Northern California.

An afternoon and evening session are scheduled for Oct. 1 with a morning and afternoon program planned for the following day. Stanley Green, Lyons-Magnus, Inc., San Francisco is chairman of the luncheon Oct. 1 which will open the institute, following registration during the morning. Adrian Falk, S & W Fine Foods, Inc., San Francisco, will be the guest speaker.

Allied's Welcome

Lawrence Tomsy, Standard Brands, Inc., president of the Northern California allied group, will welcome the delegates to open the afternoon program and introduce the heads of the retail bakers' groups and the production men's club. H. E. Hale, General Mills, Inc., San Francisco, is program chairman, and Thomas Kearns, Swift & Co., San Francisco, session chairman.

Speakers during this session will be: George A. Lauck, Lauck's Bakery, Fresno, "A Case History;" Lowell Trautman, Emporium-Capwell Co., San Francisco, "Put Merchandising to Work for You;" George Maheras, local Office of Price Stabilization, "How Are You Affected by OPS?," and Earl Buck, Willowette Pastry Shop, San Jose, on "What's What with Bakery Associations?"

The baked goods display, with Richard Mourer, Swift & Co., San Francisco, as session chairman, will open following the afternoon session.

A session for retail sales merchandising methods and a guide for sales girls will be presented at the evening session, with Emil Steifvater, Steifvaters, San Francisco, as session chairman.

J. L. Sporer, General Mills, Inc., Los Angeles, will speak on sales girl hiring and training practices; Miss Melba Mumford, Standard Brands, Inc., New York, will present her clinic for retail sales girls, and a fashion show featuring sales girls' uniforms will conclude the evening.

Science in Baking

Clarence Harris, Joe Lowe Corp., San Francisco, is session chairman for the morning meeting Oct. 2. Speakers on the session include: C. F. Finney, Langendorf United Bakeries, Inc., San Francisco, who will speak on the "Application of Science to Baking," followed by Glen Fullerton, Remar Baking Co., Oakland, Cal., on "Before, Not After—Maintenance." Earl B. Cox, Helms Bakeries, Inc., Los Angeles, will close the session with his talk on "Productive Merchandising."

Charles Exner, Coast Dakota Flour Co., San Francisco, is chairman of the Oct. 2 luncheon, with Edmund G. Brown, state attorney general, as featured speaker.

Prescott Lloyd, C & H Sugar Refining Co., San Francisco, is chairman of the afternoon session. Speakers will include:

Carl Riechman, Carl's Pastry Shop, San Francisco, on specialty breads; George Olson, Foster's, San Francisco, on "Bakery Products on the

Menu," and Eugene Lissa, Ideal Bakery, Billings, Mont., on "Your Industry Is What You Make It."


A feature of the final session will be a panel discussion on baked goods production. The following will appear on the panel: Ed. Friedrichs, Elmer Spinden, George J. Stempel, Jr., Thomas O'Gorman, Richard Chamberlain, Walter Grosser and John Copley.

—BREAD IS THE STAFF OF LIFE—

Baking Department's Importance to Grocer Emphasized

CHICAGO—Focusing attention on the power of the baking department to sell other merchandise, the wholesale bakers of Detroit recently ran a full page advertisement in the newspaper *Grocers' Spotlight* emphasizing the great importance of baked goods in retail grocer operations.

"Make a survey of your most successful competitors' stores and you



YOUR MOST POWERFUL MAGNET FOR STORE TRAFFIC

Mr. Grocer!

A customer who comes in for a loaf of bread, a cake pie or package of cookies, will buy on the average \$3.00 in other merchandise.

As a traffic builder your baked goods department is the **PROFIT** standpoint your baked goods department not only gives you satisfactory profit on every sale, but it is free from most successful competitors.

Make a survey of your most successful competitors' stores and you will find in every case of a profitably operated store, that the best location is given to the baked goods display.

The baker who makes your baked goods to the public and the better you display them, the greater your sales will be in this profit-making department.

LET'S BE SENSIBLE IN PLANNING FOR PROFITS!

WHOLESALE BAKERS OF DETROIT

will find in every case of a profitably operated store, that the best location is given to the baked goods display," the ad copy points out.

The ad stresses the fact that the baked goods department is a powerful magnet as a traffic builder, and that baked goods are highly important from the standpoint of profit.

"Advertisements such as this are of extreme importance in our industry," Walter H. Hopkins, director of the Bakers of America Program, said, commenting on the ad. "Repeatedly we must educate grocers everywhere that there is no department more important than his baked goods department."

"The Bakers of America Program devotes considerable time and effort seeking to sell this point and we are delighted to see groups such as the Detroit wholesalers swinging into the drive. They are to be congratulated and we heartily recommended their example to other groups of bakers all over the nation."

—BREAD IS THE STAFF OF LIFE—

PITTSBURGH BAKERS HEAR FRANK G. JUNGWAEALTER

PITTSBURGH—Andrew Slezak, Lincoln Bakery, Bellevue, president of the Greater Pittsburgh Production Men's Club, presided at the evening dinner meeting at the Hotel Roosevelt Sept. 5.

The following past presidents of the club were appointed the nominating committee for the annual election held in October: Carl Sindel, Ertl Baking Co., chairman; Herman Meier, Meier Bakery, New Brighton; T.

Brunner, Stallings Bakeries, McKeesport; P. Wohlfarth, Wohlfarth Bakery; Gus Braun, retired, and Ed Bour, Liberty Baking Co.

Frank G. Jungwaelter, Whitson Products division of the Borden Co., was introduced by Paul Eberly, National Yeast Co., program chairman.

"Hop on the Cheese Cake Bandwagon," the subject of Mr. Jungwaelter's talk, proved of great interest to his audience and a question and answer period was lively.

"Cream cheese cheese cakes," the speaker stated, "are a sensation and are rolling up sales from coast to coast for retail and wholesale bakeries. They have great nutritional value, proved by government tests on army personnel. They have taste and eye appeal, proved by their frequently being used as a dessert in preference to ice cream. They can be advertised as having exceptional nutritional value. Calcium is present in cheese cakes in large amounts," Mr. Jungwaelter said.

—BREAD IS THE STAFF OF LIFE—

MINIMUM WAGE IN EFFECT

BOSTON—John J. Del Monte, Massachusetts state labor commissioner, signed Sept. 4 a 75¢ an hour minimum wage order covering 60,000 workers in food processing occupations. Effective Oct. 20, the new order places under a single classification three occupations formerly covered by separate orders. The occupations are canning and preserving; bread and bakery and candy workers. The new order was the first to be issued in Massachusetts calling for a minimum wage of 75¢ an hour. It was based upon recommendations of a group composed of representatives of management, labor and the public.

—BREAD IS THE STAFF OF LIFE—

PITTSBURGH COURTESY CLUB ENDS GOLF YEAR

PITTSBURGH—At South Hills Country Club recently the closing golf party of the Bakers Courtesy Club of Pittsburgh was held with 80 members and guests enjoying golf and evening dinner. B. Spang, Spang Baking Co., Cleveland, Ohio, and A. Nolte, Nolte Baking Co., Wheeling, W. Va., were among the out-of-town guests. J. P. Byrnes, Byrnes & Kiefer, the club president, presided at the evening dinner. Harvey G. Woeckner, Marathon Corp., was chairman and Ben H. Peoples, Ismert-Hincke Co., co-chairman of the party. A complete program of sports was arranged, with many prizes for golf and other events.

—BREAD IS THE STAFF OF LIFE—

Public Relations Firm Retained by Bakers' Promotional Program

CHICAGO—Hill & Knowlton, public relations firm, has been retained by the Bakers of America Program to conduct a general public relations program for the baking industry, according to Karl E. Baur, Liberty Baking Co., Pittsburgh, president of American Bakers Assn. and chairman of the bakers' Program and Planning committee.

The program and planning committee decided last winter to expand the Bakers of America Program public relations activities and in order to effect an immediate stepping up of the campaign, it was agreed that a public relations firm should be retained.

"The necessity for moving in rap-

idly on the national scene and in a wide variety of directions motivated the decision," Mr. Baur said. "Our present public relations staff would require too wide an expansion in too short a time to accomplish all the results within our own organization and in the same length of time."

Hill & Knowlton has offices or representatives in New York, Washington, Chicago, Pittsburgh, Cleveland, Miami, Los Angeles and Cincinnati, with main offices in New York.

The firm is equipped for intensive research studies on a variety of public relations fronts—industry, community relations, educational research and other fields.

As a preliminary to launching its program, Hill & Knowlton expects to make an intensive study of the baking industry from the standpoint of press relations, relations with educators, farm groups and industry suppliers, government, retail trade, employee and community relations, con-

BAKERY FEATURES "SWEETEST" HATS

★

Easter showmanship of Hugo and Virginia Netzer was a business-builder for Hugo's Fine Pastries Shop here. The most novel stunt was the wearing of hats of spun sugar by the salesgirls. "These are the sweetest hats in Berkeley, worn by our sales girls during Easter Week," was the promotional boast of the show. Window displays of bunnies, chicks, eggs and lambs attracted much attention. Figures were made of cake or butter cookies.

sumer service and membership relations of the ABA itself.

A preliminary report will be made at the ABA convention in October, Mr. Baur said, and final recommendations submitted not later than Dec. 1.

CONVENTION CALENDAR

Sept. 14-15—Virginia Bakers Council; Natural Bridge, Va.; exec. sec., Harold K. Wilder, 804 Life Insurance Co. of Virginia Bldg., Richmond.

Sept. 16-18—Southern Bakers Assn., Production Conference; Biltmore Hotel, Atlanta, Ga.; sec., E. P. Cline, 703 Henry Grady Bldg., 26 Cain St., N. W., Atlanta 3.

Oct. 1-2—Bakers Institute of Northern California, Sir Francis Drake Hotel, San Francisco, Cal. Sponsored by Allied Trades of the Baking Industry of Northern California. Sec., Ennis B. Gicker, 121 Second St., San Francisco 5.

Oct. 7-10—National Bakery Suppliers Assn., the Greenbrier Hotel, White Sulphur Springs, W. Va. Sec., Mrs. Waneta Blount, 64 E. Lake St., Chicago, Ill.

Oct. 10-12—National Association of Bakery Sanitarians; Sherman Hotel, Chicago; sec.-treas., Dr. E. L. Holmes, 2736 N. Mildred Ave., Chicago 14.

Oct. 13-17—American Bakers Assn.; Hotel Sherman, Chicago; ABA headquarters, 20 N. Wacker Drive, Chicago 6.

Oct. 23—Connecticut Bakers Assn., Barnum Hotel, Bridgeport, Conn.; sec., Charles Barr, 584 Campbell Ave., West Haven 16, Conn.

Oct. 23-25—American Institute of Baking Sanitation Short Course; Hotel Whitecomb, San Francisco. Details from Dr. Edward L. Holmes, director of sanitation, American Institute of Baking, 400 E. Ontario St., Chicago 11, Ill.

Oct. 28-30—Kentucky Master Bakers Assn.; Phoenix Hotel, Lexington; sec., Charles Heitzman, Heitzman Bakery, Louisville.

Oct. 31—Iowa Bakers Assn.; Hotel Fort Des Moines, Des Moines; sec., Charles E. Forsberg, 1428 Mulberry St., Waterloo.

Nov. 11-13—New England Bakers Assn.; fall convention and exhibit; Boston, Mass.; Statler Hotel; sec., Robert E. Sullivan, 51 Exeter St., Boston 16, Mass.

1952

Jan. 27-29—Potomac States Bakers Assn., and Bakers Club of Baltimore; Lord Baltimore Hotel, Baltimore, Md.; sec., Emmet Gary, 16 McClellan Place, Baltimore 1.

March 16-18—Associated Retail Bakers of America; Shoreham Hotel, Washington, D.C.; sec., Trudy Schurr, 735 W. Sheridan Road, Chicago 13.

April 15-16—Iowa Bakers Assn.; Hotel Fort Des Moines, Des Moines; sec., Charles E. Forsberg, 1428 Mulberry St., Waterloo.

April 20-22—Tri-State Bakers Assn., Jung Hotel, New Orleans; sec., Sidney Baudier, Jr., 204 Board of Trade Bldg., New Orleans 12.

April 20-23—Lake Michigan States Bakers Conference, Sherman Hotel, Chicago; Sec., T. E. Dallas, 53 W. Jackson Blvd., Chicago.

April 21-23—Pacific Northwest Bakers Conference Multnomah Hotel, Portland, Oregon; sec., Roger Williams, 1138 Jefferson St., Salem, Ore.

April 28-30—Texas Bakers Assn., Plaza Hotel, San Antonio; sec., Mrs. Gertrude Goodman, 1134 National City Bank Bldg., Dallas 1, Texas.

May 1-3—Southern Bakers Assn., Biltmore Hotel, Atlanta, Ga.; sec., E. P. Cline, 703 Henry Grady Bldg., 26 Cain St., N. W., Atlanta 3.

May 12-13—Associated Bakers of Minnesota, St. Paul Hotel, St. Paul, sec., J. M. Long, 623 14th Ave., S. E. Minneapolis.

May 12-14—Heart of America Bakers Convention (the state associations of Arkansas, Kansas, Missouri, Oklahoma and Nebraska). Muehlbach Hotel, Kansas City, Mo. Sec., Larry Felton, 618 W. 26th St., Kansas City, Mo.

June 7-10—New England Bakers Assn., annual spring meeting, Wentworth-by-the-Sea, Portsmouth, N. H.; sec., Robert E. Sullivan, 51 Exeter St., Boston 16, Mass.

June 8-9—Rocky Mountain Bakers Assn., Albany Hotel, Denver; sec., T. W. Kunde, Western Bakers Supply Co., 1727 Wazee St., Denver 17, Colo.

June 14-16—Bakers Association of the Carolinas; Ocean Forest Hotel, Myrtle Beach, S. C.; sec., Louise Skillman, Myrtle Apts. No. 4, Charlotte, 3, N. C.

June 15-19—New York State Association of Manufacturing Retail Bakers, Hotel Statler, New York. Sec., Thomas R. McCarthy, 85 Meadowbrook Road, Rochester, N. Y.

June 22-25—Potomac States Bakers Assn. and Bakers Club of Baltimore; The Cavalier, Virginia Beach, W. Va.; sec., Emmet Gary, 16 McClellan Place, Baltimore, 1.



William A. Brewer

JOINS MNF STAFF — William A. Brewer, former counsel for Senate investigating committees, has joined the staff of the Millers National Federation in Washington as assistant to Herman Fakler, MNF vice president and Washington representative. Mr. Brewer was graduated from Louisiana State University in 1940 and served during World War II as a navy flying officer. In 1946 he was appointed an inspector for the U.S. Food & Drug Administration, and two years later he resigned to enter Georgetown University to study law. He was admitted to the bar in April, 1950, and subsequently was counsel for the two Senate investigating groups.

DRY MILK INSTITUTE

NAMES R. J. REMALEY

CHICAGO — Effective Sept. 15, Robert J. Remaley will join the staff of the American Dry Milk Institute, Chicago. He will be in charge of scientific development. Mr. Remaley comes to ADMI from the Kraft Foods Co. with a background suited to his new duties of heading the institute laboratory, it is pointed out. He will correlate product research and standards with production and package development, and serve as institute contact man with the Quartermaster Corps, U.S. Department of Agriculture, and institute research, standards and coordinating committees.

From 1942 to 1946 Mr. Remaley was with the U.S. Army as officer in charge of dairy research, subsistence, research and development, QMC. Prior to the war years, and subsequently until 1950, Mr. Remaley was employed by Kraft Foods to correlate research with sales and production. For the past year he has been busi-

BERLIN—The old U.S. joke about changing the name of Russian dressing to MacArthur sauce has received a new twist in East Germany. Communist authorities have changed the name of "Ameri-

Wafer Weapons

kaners," small sugar-sprinkled biscuit cakes that Germans have consumed in large quantities for generations. The Communists, declaring that anything so popular could not bear the name of American, decreed that the cakes in the state-operated Communist stores shall be known as "Ammon Cakes."

ness manager of Kraft Research Laboratories.

Mr. Remaley, a graduate of the University of Pittsburgh, did graduate work at the University of Chicago. He is an active member of the quality development committee of ADMI; American Association of Advancement of Science; American Dairy Science Assn.; Institute of Food Technologists; International Association of Milk & Food Sanitarians; dairy industry sub-chairman, activities committee, Food & Container Institute; Dairy Industry Committee, and a member of the industrial mobilization committee.

GOOD TURNOUT MARKS BAKERS CLUB OUTING

NEW YORK—A turnout of about 100 members and guests marked the Aug. 7 outdoor meeting of the Bakers Club, Inc., at the Westchester Country Club, Rye, N.Y.

Three new members, Edward E. Bassford, Dow-Corning Corp., Arthur W. Higgins, Doughnut Corporation of America, and George T. Perney, Princeton Corp., were elected to membership on presentation by William E. Derrick, vice president, Pillsbury Mills, Inc. Fred Weberpals, H. C. Bohack Co., president of the club, presided over the business meeting.

Prizes in class A were won by Frank Daniels, Lockwood Manufacturing Co., and S. Lee Tanner, Harrisburg, Pa. In class B, the winners were P. H. Cass, Continental Baking Co., and Charles C. Chinski, Chinski Trading Co. In the "nearest to pin" contest on the fifth hole, Mr. Higgins, new member, came within one foot and five inches of the cup. Other winners were E. B. Nicolait, Anheuser-Busch, Inc., A. Jamieson, Cushman's Sons, Inc., and Howard Tolley, National Biscuit Co.

The Sept. 20 outdoor meeting will be held at the White Beach Golf & Country Club, Haworth, N. J. All members were also urged to attend the outing of the Philadelphia Bakers Club, to be held at the Monmouth Hotel, Spring Lake, N. J., Sept. 7-9, when the Lee Marshall Cup tournament will be held.

BAKERS CLUB OF CHICAGO HOST TO AIB PERSONNEL

CHICAGO—Members of the Bakers Club of Chicago were hosts recently to the current class of students and faculty members at the American Institute of Baking. About 65 students and 10 AIB executives and teachers were present.

This is the second such event and has been made a regular affair for each class of students. A social hour in the club quarters in the Sherman Hotel, in which the bakers and allied tradesmen got acquainted with the students, was followed by a banquet in the Crystal Room.

Each AIB student had a member of the Bakers Club as a sponsor and all wore badges for easy identification. The students and faculty members expressed high appreciation for the hospitality and good fellowship extended by the club members. Charles J. Regan, Interstate Bakeries Corp., club president, was master of ceremonies at the banquet.

NEW CONTRACT

RICHMOND, VA.—Bakery truck route salesmen and supply drivers here recently voted to accept an offer of a new contract by four Richmond bakeries, according to an an-

nouncement by A. L. Lewis, union business agent. He said that terms of the new contract, which affect about 220 drivers, include wage increases ranging from 7½-10¢ for hourly workers, along with boosts for commission salesmen. Bakeries involved are the General Baking Co., the Continental Baking Co., Bromm Baking Co., Inc., and Nolde Bros., Inc.

FALL MEETINGS PLANNED FOR BUFFALO RETAILERS

BUFFALO—A program is now being arranged for the fall educational meeting for bakers in the Buffalo area which is under sponsorship of the Allied Trades of the Baking Industry of Buffalo. The meeting is scheduled for Sept. 19 at a place yet to be announced.

All members of the Buffalo Retail Bakers Assn. will be invited to the educational session which will feature talks by outstanding speakers on various aspects of modern baked goods merchandising.

W. S. Wright, technical services manager of Henry & Henry, Inc., Buffalo, is chairman of the allied trades committee arranging the program.

Senate Report

(Continued from page 12)

should be allowed to stand without correction would be unthinkable.

On page 11 is the statement, "A New York bank president contends that 'So many vitamins are taken out of bread that the drug houses dealing in vitamins are making fortunes selling something that should really not be taken out of our foodstuffs at all'."

The author of the report might at least have quoted an expert in the field of nutrition, if one could be found to make such a statement. The publication of an unsupported statement by an expert in another field is patently ridiculous. We do not want to enter into a technical discussion here, but the best available statistics indicate that 80% of the bread consumed in America is enriched with vitamins and minerals.

The milling industry is one of the oldest industries in the country. It has been characterized as an ancient and honorable industry. Our mills produce the best flour in the world, and in such abundance we can share with the countries of the world the nutritional benefits derived from its consumption. Its executives are among the most progressive leaders in American industry. The men and women who operate and work in the mills are loyal American citizens, and leaders in American labor. Your report is not just an attack upon the industry; it is a direct and unjustifiable attack on the honest men and women who make the industry a reality.

Leading members of the milling industry testified before your subcommittee on the economic phases of the industry. Their testimony occupies 39 pages of the record. At considerable trouble and expense industry members furnished the subcommittee with charts, graphs, statistics, and other information. Not a single question was asked concerning the composition or processing of flour, a subject upon which the millers would have been glad to testify. To ignore the people concerned and to

publish a slanderous statement attributed to unidentified "milling consumers" is not likely to promote friendly relations, nor will doing so aid the future work of committees that might desire the cooperation of the milling industry.

One of the most regrettable aspects of this report is that the calumnies it contains will be circulated for many years. Those who prey upon the uninformed by frightening them with false ideas about diet in order to sell them so-called health foods at exorbitant prices will be quoting this report in their literature for many years. These quotations footnoted "See Senate Report No. 604," will be used to lend an aura of truth to assertions that flour and bread contain "poisonous drugs" and that the flour millers of America "threaten public health" and "defraud the purchasers of flour."

It is sad indeed that a Senate committee has been placed in such a position that its prestige and dignity are available for the use of irresponsible and unethical promoters of false doctrines designed to defraud those of our people who do not have enough technical knowledge to recognize the falsity of their statements. The Food and Drug Administration and the Federal Trade Commission wage a constant and difficult battle against these tricksters. It is safe to say that this report has added a weapon to the armory of the adversaries of these law enforcement agencies.

We realize that senators must rely on their counsels and staffs for technical guidance and advice, but it is the senators' responsibility alone to make sure that documents signed by them are truthful and a credit to the U.S. Senate, rather than a black mark upon its record. We commend to you the statement of Sen. J. W. Fulbright, who, on the floor of the Senate on Aug. 20, 1951, said, "A report commands respect since when it is filed it is the Senate that is speaking. It has standing, prestige, and ought to have some dignity."

As we have pointed out, this report violates all sense of decency and fair play. It violates the dignity of the U.S. Senate. Each member of the Committee on Agriculture and Forestry of the Senate may well give sober thought to whether he has violated the dictates of his own conscience in signing his name to the report.

Your committee has unjustly accused a reputable industry. In violation of all the traditions of fairness, these accusations were made without hearing. The damage has been done and to a large extent is irreparable, but at least some portion of the harm could be repaired if your committee would afford members of the industry a hearing at which they can publicly refute the charges and accusations and bring the facts to your committee, to the U.S. Senate, and to the public. On behalf of the industry, we request such a hearing.

Respectfully yours,

Herman Fakler,
Vice President.

Sen. Ellender offered to make amendments and give the industries an opportunity to place in the official record statements to refute the long list of inaccuracies, misstatements and distortions which were contained in the official document.

Sen. Ellender, in agreeing with one of Mr. Fakler's criticisms of the report, handed a seeming rebuke to the former staff of the subcommittee and inferentially to Sen. Guy Gillette (D.,

Iowa), who was chairman of the subcommittee which conducted the hearings which gave birth to the scandalous document.

Mr. Fakler had noted that too frequently members of Congress lend their names to reports which are in a large measure prepared by committee staff consultants. The Ellender rebuke pulls no punches in its reference to Paul E. Hadlick, subcommittee counsel, in agreeing with Mr. Fakler on this point.

Here is what the Louisiana senator says on the point: "I agree with you that many senators depend entirely too much on the staffs of committees rather than take the time to make an independent study of all the points at issue. Some of these staff members are most ambitious. They like to keep the chairman in the limelight, in the hope of continuing the existence of the committee on which they are serving. By so doing their employment is extended, sometimes for several years. When I became chairman of the Agriculture Committee the so-called Gillette subcommittee, except for the purpose of completing the report that had been originally prepared as I have stated above, was discontinued."

In connection with the Ellender statement it is noted that Sen. Gillette, who conducted the original hearings, currently has a resolution before the Senate which would continue the senatorial witch-hunt into the food industries. The purpose of the new resolution is to obtain the reaction of consumers and producers on retail prices for agricultural commodities when sold at retail. It was supposed at the time the Iowa senator introduced this resolution that he planned to continue his former committee counsel, Mr. Hadlick, in a similar spot on a new committee.

The nature of Sen. Ellender's comments on the ambitions of some staff members would indicate that he will not be likely to heartily endorse either the Gillette resolution or the appointment of Mr. Hadlick as committee staff counsel.

Sen. Ellender doubted that further hearings on the subject would rectify the damage already done to the milling and baking industries, as charged by Mr. Fakler.

However, he states he will put the matter before the committee this week but urges as a substitute for hearings a rebuttal statement from Mr. Fakler which he will insert in the Congressional Record and would furnish reprints of this statement at cost for distribution by the MNF.

Previously, Sen. George D. Aiken (R., Vt.) has expressed the opinion that if further hearings are to be held on this issue the committee summon competent witnesses from the Food and Drug Administration to testify on the bread and milling industries.

Although Sen. Ellender has evidently concurred in the criticisms of the committee report as set forth by Mr. Fakler, it is doubted that the committee will undertake further hearings on the subject.

One potential fruit of the letter is the probability that the Senate will reject Sen. Gillette's latest proposal to carry on further investigations into the food industries.

The text of Sen. Ellender's reply to Mr. Fakler follows:

Your letter of Aug. 30 came to my attention today.

I was really and truly surprised to note your comments on Senate Report 604, submitted by the Committee on Agriculture and Forestry on Aug. 1, 1951.

Far be it that I or any member of the Senate Agriculture Committee is desirous of doing harm to your industry. The report to which you refer was prepared, originally, under the auspices of a subcommittee of the Senate created during the 81st Congress, when Sen. Thomas of Oklahoma was chairman of the Agriculture Committee. Senator Gillette of Iowa served as chairman of the subcommittee.

During the 82nd Congress Sen. Gillette resigned from the Agriculture Committee, and I, as chairman of the Committee on Agriculture and Forestry, appointed Sen. Holland, Democrat of Florida, to succeed Sen. Gillette as chairman of the subcommittee. No further hearings were held as to matters handled by the original subcommittee. All that Sen. Holland and others did was to revise and correct the report submitted by the Gillette subcommittee.

You may recall that some time ago we had quite a flurry with respect to the coffee report that was prepared by the Gillette subcommittee. It seems that many inaccurate statements were made in the original report, and the whole committee revised the coffee report so as to reflect all the facts developed on the subject of coffee. The original report caused quite a lot of adverse criticism against the U.S. from producers of coffee in South and Central America.

I agree with you that many senators depend entirely too much on the staffs of committees rather than take the time to make an independent study of all the points at issue. Some of these staff members are most ambitious. They like to keep the chairman in the limelight, in the hope of continuing the existence of that committee on which they are serving. By so doing their employment is extended, sometimes for several years. When I became chairman of the Agriculture Committee the so-called Gillette subcommittee, except for the purpose of completing a report that had been originally prepared as I have stated above, was discontinued.

I wish to say frankly that I read the report before it was submitted to the whole committee, and I did not detect any language that did serious damage to your industry. As to the complaint made by you, the report consisted largely of quotes from witnesses, and it is my belief that Sen. Holland, who was chairman of the subcommittee, did a good job, and that he would not intentionally hurt your industry.

I shall gladly present your letter to the Agriculture Committee when it meets next Wednesday (Sept. 12), with a suggestion that you be given a chance to be heard. If you prefer, I would suggest that you prepare a statement, not to exceed 4,000 words, and I, as chairman of the committee, will gladly have it inserted into the Congressional Record, on my own motion, if the committee will permit me to do so. I doubt if we could do much to correct what has already been done by another hearing. It is my belief that if you should prepare a statement which would reflect the errors you allege were made in the report, and have it placed in the Congressional Record, that would be more advantageous to you than to have hearings. With very little cost to you I could have as many copies of the statement as you desire reprinted for distribution. I feel reasonably certain that the committee as a whole will not object to having me pursue this course, and as stated above, I believe better results could be obtained in that way than through hearings.

KELLY- ERICKSON

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We Operate
Our Own
Laboratories
Including
Pilot Bakery

"CREMO"

Just the Cream of Hard Wheat

ALSO SEMOLINAS

CROOKSTON MILLING COMPANY
CROOKSTON, MINN.

"ROCK RIVER" RYE

"OLD TIMES" BUCKWHEAT

"BLODGETT'S" RYE

*All Grades—From Darkest Dark to the Whitest White
—Specially Milled by the Blodgett Family—Since 1848*

FRANK H. BLODGETT, Inc., Janesville, Wisconsin

SETTLEMENT REACHED IN TWIN CITY BAKERS' STRIKE

MINNEAPOLIS — The bakers' strike here and in St. Paul ended when 22 local employers accepted a new proposal by striking Bakery and Confectionery Union Workers. The proposal did not include the controversial third paid week of vacation, but provided the strikers with an additional paid holiday.

The agreement will give the bakers seven paid holidays a year, following the pattern of an existing contract between bakery management and the drivers' union.

The settlement includes a shift from a 6-day work week to a 5-day work week, an immediate 6¢ an hour

pay increase and employer agreement to join the union in seeking Wage Stabilization Board approval for another 6¢.

There were 1,134 striking bakers in the wholesale bakery plants affected by the strike. The only union demand not accepted by the employers before the strike began was the third week of vacation.

—BREAD IS THE STAFF OF LIFE—

NEW YORK TRUCK TAX LAW EFFECTIVE OCT. 1

NEW YORK—A New York state law, effective Oct. 1, requires that each motor vehicle of a maximum gross weight of more than nine tons must have a permit and plate before operating on the public high-

ways of the state. The law also imposes a truck mileage tax on the operations of such vehicles.

The fee for the permit and plate is \$5, and the mileage charge varies with the weight of the trucks. The carrier must file on or before the 20th day of each month with the state tax commission a tax return for the preceding calendar month. Vehicles used exclusively within a public service commercial zone, a city or village are exempt from the tax.

Motor vehicles registered in other states are required to have a permit to operate in New York. Farmers using their trucks to haul their own farm produce are exempt.

—BREAD IS THE STAFF OF LIFE—

LADIES AUXILIARY MEETS

PITTSBURGH—Mrs. Frances Palmer, Palmer House Bakery, president of the ladies auxiliary of the Retail Master Bakers Association of Western Pennsylvania, presided at the group's evening dinner at the Oliver Restaurant Sept. 5. Mrs. J. J. Mussman, Red Star Yeast & Products Corp., is chairman of the square dance and wiener roast, to be held at the Totem Pole, South Park, Sept. 26. The auxiliary has invited the Retail Master Bakers association members as their guests.

—BREAD IS THE STAFF OF LIFE—

FUNGUS BREAD POISONING NO PROBLEM IN THE U.S.

WASHINGTON — The cereal fungus blamed for causing madness and deaths in the town of Pont St. Esprit, France, is more or less common in grains produced in this country, but Department of Agriculture scientists say it's nothing to worry about.

Dr. H. A. Rodenheiser of the Department of Plant Industry and one of the top cereal pathologists in the country, states that American grain inspection and milling processes are such that there is no likelihood of the disease in this country.

In the first place, Dr. Rodenheiser explains, it is extremely rare that human beings are made ill. Furthermore, wheat infected with the fungus is graded down to a point where it does not get into flour. And finally, he says, modern cleaning processes are such that the fungus would be removed before it could get into the flour.

Ergot, the particular fungus blamed for the deaths in France, is found very commonly in grasses, more or less frequently in rye and occasionally in wheat.

French officials have traced to a nearby flour mill the disease which caused four deaths at Pont St. Esprit. Rye flour contaminated with ergot fungus had been mixed with some wheat flour at the mill. Two hundred persons were stricken; 37 are still hospitalized there.

—BREAD IS THE STAFF OF LIFE—

PRODUCTION MEN TO MEET

PHILADELPHIA—The first meeting of the new season for the Philadelphia Bakery Production Men's Club will be held at the Brewery Tavern here Sept. 17. S. W. Arenson, director of the Food Development Laboratory, will speak on a "New Approach to the Control of Bakery Products Quality."

—BREAD IS THE STAFF OF LIFE—

VAN DE KAMP DIVIDEND

LOS ANGELES — A dividend of 15¢ per share on outstanding common stock was voted at a special meeting of the board of directors of Van de Kamp's Holland Dutch Bakers, Inc., payable Sept. 30 to stockholders of record Sept. 10.

WANT ADS

Advertisements in this department are 15¢ per word; minimum charge, \$2.25. Add 20¢ per insertion for forwarding of replies if keyed to office of publication. (Count six words for signature.) Situation Wanted advertisements will be accepted for 10¢ per word, \$1.50 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads \$7 per inch per insertion. All Want Ads cash with order.

HELP WANTED

SALESMEN—JOBBER or BROKERS

Open exclusive territory available for complete line of Fondants, Jams, Jellies, Fudges, Meringues, Mince Meat, Flavors and other bakers specialties. Top earnings guaranteed to qualified parties. Lester Lawrence & Son, 3427 N. Kimball, Chicago, Ill. —Phone CORnelia 7-2400.

WANTED—SECOND MILLER AND GRAIN man. Permanent employment. Wilkins-Rogers Milling Co., Inc., 3261 K Street, N. W., Washington, D. C.

SITUATIONS WANTED

PRODUCTION CONTROL DIRECTOR available. Experienced in soft and hard wheat flour, feed and corn milling. Prepared flours and bakery service. Forty-five years of age with 25 years of experience as cereal chemist, operative miller and quality control. Prefer technical sales or management liaison. Address 13, The American Baker, Minneapolis 2, Minn.

BUSINESS OPPORTUNITIES

ANNOUNCING HOME STUDY COURSE IN commercial baking. Practical basic training. Good field for those with aptitude. Nearly depression proof. Send for Free booklet, "Opportunities in the Baking Industry." National Baking School, 835 Diversey Parkway, Dept. 3202, Chicago, 14, Ill.

MACHINERY FOR SALE

FOR SALE—JOHNSON PIE CRUST ROLLER with stand. Contact Herman Segert, 1712 South 17th St., Sheboygan, Wis.; telephone 2-4687.

THREE HAYSEN COOLING UNITS WITH side belt tanks, water pump, refrigeration units, complete, \$300 each. Roy Rhoderbeck, Arnold Bakers, Inc., Port Chester, N. Y.

DCA — DOUGHNUT COOLER, CAPACITY 1,200 dozen per hour, can be assembled for \$80 dozen per hour. Excellent condition, \$2,950. Write: Mrs. Sherman's Doughnut Kitchen, Inc., 3600 South San Pedro Street, Los Angeles 11, Cal.

FOR SALE—BAKERY EQUIPMENT—FIXTURES: Modern Store Fixtures; Cash Register; 5-section Federal Dough Retarder; 18-pan Middleby-Marshall Tray-type Revolving Oven; Steam Boiler; Anets Doughnut Fryer; 80-qt. Hobart Mixer; Work Benches. Contact Gene Taylor, Modern Home Bakery, 3384 S. Kinnickinnic Ave., Milwaukee, Wis.; telephone 5HERidan 4-2035.

MACHINERY WANTED

WANTED—FULLMAN PANS, ONE POUND size, approximately eight inches long. Give full details. Allied Baking Co., 328 Columbus Ave., Springfield 5, Mass.

WANTED TO BUY — RICHARDSON scales, bag closing machines and other good mill, feed and elevator equipment. J. E. Hagan, 1522 E. High, Jefferson City, Mo.

CELLOPHANE BAGS

We manufacture: plain or printed. Guaranteed quality. Quick delivery. Samples and prices sent upon request. Excelsior Transparent Bag Mfg. Co., 4061 White Plains Ave., Bronx, N. Y. Phone: OLIVille 4-5909.

BAKING HELPS

from The American Baker's
Reader Service Department

Baking Publications:

SELLING SENSE FOR THE ROUTE SALESMAN

By Fred DeArmond

A new publication written especially for the route salesman and managers interested in this method of distribution. \$3.50

DUTIES OF A BREAD SALES SUPERVISOR

By E. J. Sperry

A valuable textbook for bread sales supervisors, managers and owners. Sections on interviewing prospective salesmen, record keeping, advertising. Initial copies \$20.00; additional copies \$4.41

ADVANCED PIPING AND CAKE DESIGN

By "Nirvana"

Designed for the baker who wishes to expand his creative designing and master a classic technique, this 135-page illustrated volume contains chapters on lettering and design. \$4.50

SWISS BAKERY AND CONFECTIONERY

By Walter Bachman

The English translation of a Swiss book of formulas for making all kinds of "Continental" cakes and pastries. Covers every stage from raw materials to the finished article. \$9.00

THE COMPLETE PATISSIER

By E. J. Kollist

Another volume dealing with European pastry delicacies, this work contains almost 1,500 formulas, with sections on yeast cakes, meringues, and pastries in addition to confectionery. \$10.00

Service Publications of The American Baker:

THE BAKESHOP TROUBLE SHOOTER

By A. J. Vander Voort

One of the classic publications for the baker, prepared by an expert in his field, now in its third printing. An invaluable aid in solving production problems almost as rapidly as they occur. \$1.00

THE BAKESHOP FORMULA BOOK—CAKES AND PASTRIES

Another book by A. J. Vander Voort, and a handy source of up-to-date and practical formulas on the production of cakes and pastries with which the baker can increase sales and improve his product's quality. \$1.00

Reprints Available:

WHAT ABOUT BROWN 'N SERVE?

By Harold K. Wilder

The current status of the revolutionary baked product introduced about two years ago and now a standard item for the retail and wholesale baker. Reprinted from The American Baker for January, 1951. 10 cents

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Reader Service Department
The American Baker
118 South Sixth Street
Minneapolis 2, Minnesota

TIME IS PRICELESS



MAKE EVERY MOMENT COUNT

use

Paniplus

FOR

BETTER MACHINING DOUGHS
AND ON TIME SCHEDULES

THE PANIPLUS COMPANY • 742 BOARD OF TRADE BUILDING • KANSAS CITY 6, MISSOURI

3 BAKER FLOURS



that give

*more production
fewer worries!*

TEA TABLE

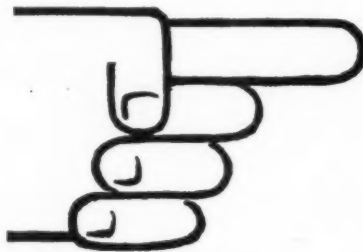
OVENSPRING

BIG VALUE

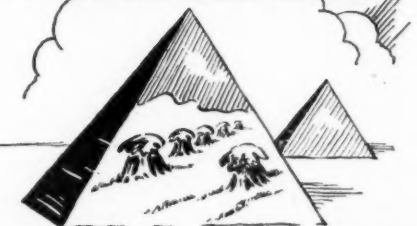
THE WEBER FLOUR MILLS CO.
SALINA, KANSAS

BETTER BAKING ECONOMY HERE

PYRAMID flour, a special medium patent, is an economical flour . . . but not a cheap one. The low cost per loaf you can obtain with PYRAMID results from top quality and shows up in bread yields, absorption, smooth machining and fewer cripples . . . and most of all in a better loaf that pleases customers.



Kansas



PYRAMID FLOUR

THE WILLIS NORTON COMPANY, Wichita, Kansas
Quality Millers Since 1879

Page's

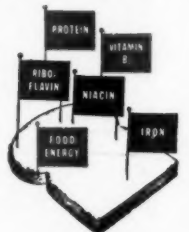
FLOUR

MILLERS OF FINE FLOUR SINCE 1892

MILLS LOCATED AT TOPEKA, KANSAS



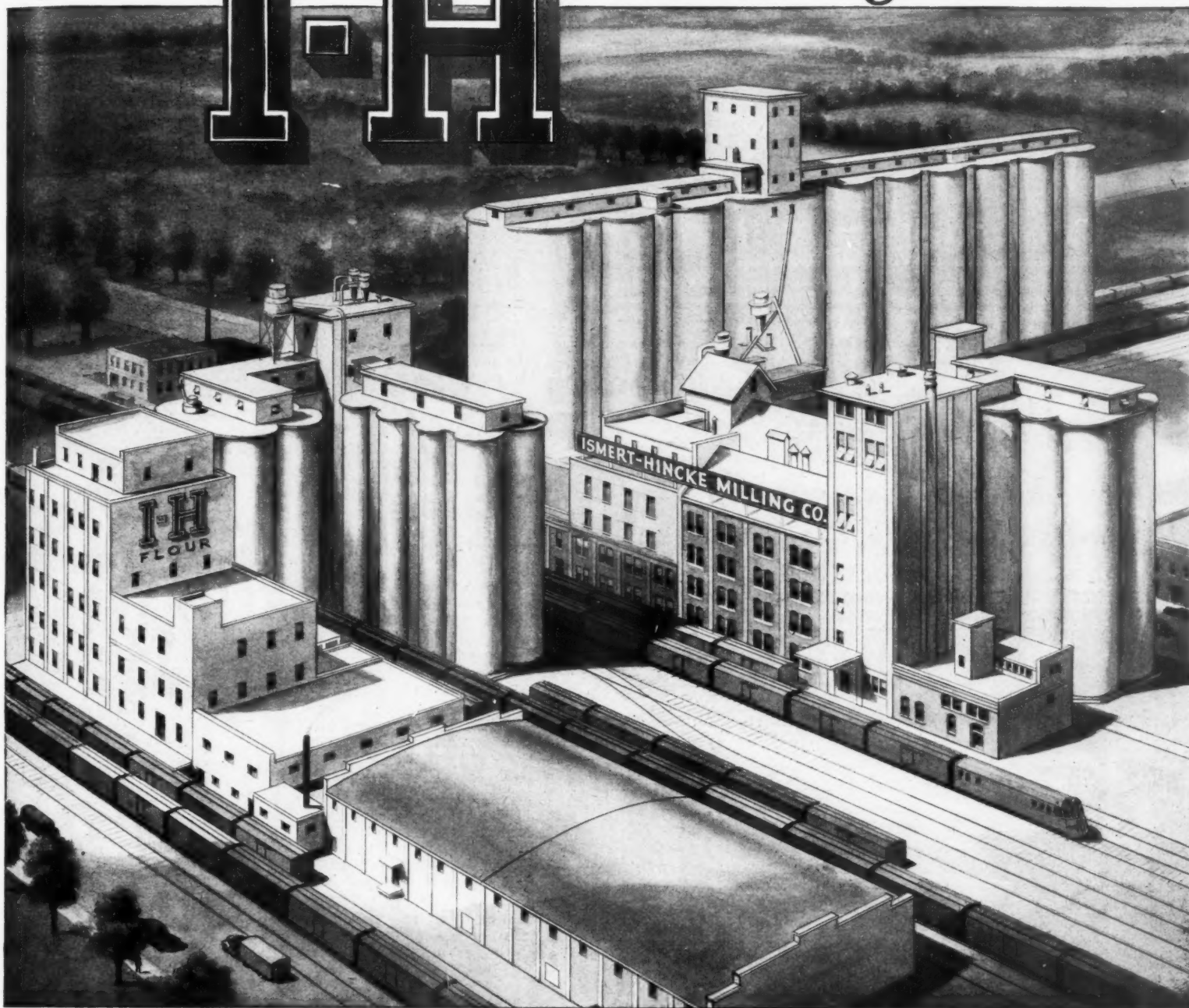
Topeka always gets more than its share. In the Kansas flood this summer it was water. But the rest of the time it's high quality wheat. Page Mills can draw wheat from four major producing states — Kansas, Nebraska, Oklahoma and Colorado.



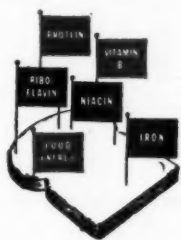
THE THOMAS PAGE MILLING COMPANY, INC.

PAGE US FOR FINE FLOUR

If it's **I-H** milled - it's "good" flour!



MILLS AT TOPEKA, KANSAS — 8,000 Cwts. Daily Capacity • Mill and Terminal Grain Storage 1,500,000 Bus.



BREAD—Your Best and
Cheapest Food

FOR the baker who strives for efficient production of quality bread on a large scale, the extra values of I-H flours will soon be apparent in his shop records. Savings in shop cost over ordinary flours will show the true importance of the extra care in wheat selection and expert milling that make I-H flours outstanding in baking performance.

THE ISMERT-HINCKE MILLING COMPANY
1570 W. 29th Street KANSAS CITY, MO. L. D. 243 L. D. 27

After all!
**"THERE IS NO
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 FOR QUALITY"**

WINGOLD
 WHEAT AND RYE
FLOURS

RECOGNIZED FOR
Quality and Shop Performance

BAY STATE MILLING CO.
 WINONA, MINNESOTA
 Millers of -HARD SPRING WHEAT and RYE FLOURS

SILK FLOSS



Quality
**ABOVE
 ALL
 ELSE**



Millers of

SILK FLOSS FLOUR,

Whole Wheat Flour &
 Pure Soft Wheat Cake Flour

The KANSAS *Milling*
COMPANY

WICHITA 2, KANSAS

MILLS AT WICHITA & CHERRYVALE, KANSAS AND MARION, OHIO

CAPACITY
 10,400 CWTs.

STORAGE
 4,500,000 BUS.

Manpower

(Continued from page 38)

If I was the foreman I wouldn't put up with it all."

"They never hire anyone extra, just to replace someone who has left. That's okay when the work is easy but around the holidays our foreman has to help out right at the tables. A lot of things can go wrong when he has to pitch in like that all day."

"The last bakery I worked at we had a real nice foreman. Would always help you out of a tight squeeze. All this one wants is to get the work out in a hurry. You get a quick brush-off if it's a personal problem."

The foreman by the nature of his job is always "in the middle." He has to bridge the ever-widening disparity between management and the regular employees. Both sides tend to blame him if anything goes wrong. Because of their position in a plant, foremen usually have decided ideas regarding better ways to attain objectives; one of their basic complaints is management's indifference toward their suggestions. Another resentment stems from management's failure to indicate clearly the foreman's area of authority and to back him up. Here are some other adverse conditions brought to light by interviews with supervisors:

- Overlapping authority, including executive interference and crossing of channels.
- Bypassing the foremen when giving out information to employees.
- Not enough consultation between top management and the foreman especially on rates, changes in plant layout, employee transfers.
- Lack of "reasons why" on policy changes, company rules and other matters which foremen have to enforce.
- Not enough training in how to meet new problems—especially those which involve human relations.
- A definite need for higher pay differentials, special prerogatives and other advantages to "build up" the foreman's importance in the workers' eyes—and also to give them status in the front office and outside.

4. **Communications.** Many of the situations which arise in bakeries and other establishments would never reach the danger point if the facts were known to all the employees. Discontent ripens in a vacuum. Such complaints as "We never know what the score is" and "they never tell you a thing in this company" are comments that often lead to complications. In one interesting case, the management installed some new labor-saving machinery almost overnight. Two employees were transferred to other jobs, as a result. Although the newer positions were lower paid the persons transferred continued at their former rates. In spite of this morale sagged and so did production. Not until the situation had deteriorated to the verge of a strike did the management explain that the new machinery had been installed on a trial basis preparatory to expanding the bakery—which would more than absorb all the workers at their peak pay rates.

If the true facts in this case had been communicated to the foremen and to the employees before the machinery had been installed, all the

tension would have been avoided. Fortunately this employer did have the good business sense to "make a virtue of necessity" utilizing the emergency to uncover everything else that had gone wrong employee-wise in his plant.

This two-way treatment is important. Employers should use various forms of written communications—house organs, plant newspapers, bulletins, occasional letters from the president—to bring their message to the workers, but—they should provide means for employees to communicate with management. The suggestion system should be encouraged, as well as the use of committees on safety, recreations, plant housekeeping, etc.—to give employees a point of contact with top management. These should be revolving committees to give every employee a chance.

The supervisor should be made the keystone of this system. Special foreman conferences and communications should keep him informed in advance of the employees of new plans, new ideas so that he can anticipate employee reaction and be prepared to answer.

**ROBINSON
 QUALITY
 FACTS**

Our natural wheat supply territory in northwestern Kansas grows the best baking hard winter wheats in the world.

We get virgin, country-run wheat from this territory directly from our own country elevators and we can buy freely also in our Salina market which draws from this area.

This background of choice baking quality is readily apparent in the excellence of Robinson flours in the bakery.

The ROBINSON
Milling Co.

SALINA, KANSAS
 MILLING CAPACITY 2,700 CWTs.
 GRAIN STORAGE 1,350,000 BUS.

**"Sweet Cream"
 "Very Best"
 Quality Flours**

W. J. JENNISON CO.
 MINNEAPOLIS, MINN.

Q*uality is the surest
foundation for Permanent Success.*

K*ING MIDAS means Quality*

KING MIDAS FLOUR MILLS
Minneapolis  **Minnesota**



LA GRANGE FLOURS

La Grange Flours, whether plain or enriched, remain the same high standard, dependable flours that have characterized the products of La Grange Mills over the half century and more of their operation.

This quality pattern is not an accident but the result of painstaking care in wheat selection and careful milling.

*You can depend on
LA GRANGE FLOURS*

LA GRANGE MILLS
Red Wing, Minnesota

Corn Sweeteners, Sugar Consumption Studied by USDA

WASHINGTON—Although per capita consumption of sugar has shown little change since the prewar years, per capita consumption of dextrose (corn sugar) has doubled and corn syrup consumption has risen nearly one fourth, the U.S. Department of Agriculture says in a report issued on the competitive relationships of sugar and corn sweeteners.

Prewar consumption of sugar (1935-39) was about 98 lb. per capita, and of corn sweeteners, 10 lb.; whereas in 1950, consumption of sugar was 97 lb. per capita and of corn sweeteners, 15 lb.

Use of corn sweeteners has been accelerated by the trend toward industrial preparation of processed foods, the department says. Their use has increased significantly in the baking, ice cream and canning industries. Corn products are rarely used as the exclusive sweetening agent in any prepared food product except bread. Generally, their use is restricted to one quarter or one third of total sweetener requirements.

Relative sweetness is only one of the factors considered by food manufacturers in selecting the sweetener or blend of sweeteners for each product. Effect on flavor and the moisture-retention quality of the product, control of crystallization, and control of fermentation are among other important considerations, as also are cost, in-plant handling problems and restrictions imposed by federal or state regulations.

Trends in consumption of the major sweeteners were studied by the sugar

branch of the department's Production and Marketing Administration in a research project under authority of the Research and Marketing Act. The report on the study provides information, for the guidance of producing and consuming industries, concerning the suitability of the sweeteners for various prepared food products. A copy of the report, "Competitive Relationships Between Sugar and Corn Sweeteners," may be obtained from the Office of Information Services, Production and Marketing Administration, U.S. Department of Agriculture, Washington 25, D.C.

—BREAD IS THE STAFF OF LIFE—

OLIN PRODUCTS MAKES TWO NEW APPOINTMENTS

NEW YORK—Two new appointments have been announced by Olin Products Co., Inc., New York. Edwin L. Holloway was named midwestern division manager and Robert R. Hopper was appointed assistant to the vice president.

The appointments were announced by James L. Spencer, vice president and director of sales of Olin Products Co., Inc., which has full responsibility for all sales and distribution of Olin cellophane.

Mr. Holloway, whose headquarters will be in Chicago, joins Olin after handling advertising sales for the Ladies Home Journal in Chicago. Previously, he was industrial sales manager in Chicago for Dennison Mfg. Co.

Mr. Hopper is a veteran of 10 years' service with Olin, coming to his new post from the research department of Olin Industries' Western Cartridge Co. He has been studying cellophane production and distribution for the past three years.



YOUR BEST FLOUR BUY for HIGH-SPEED OPERATIONS!

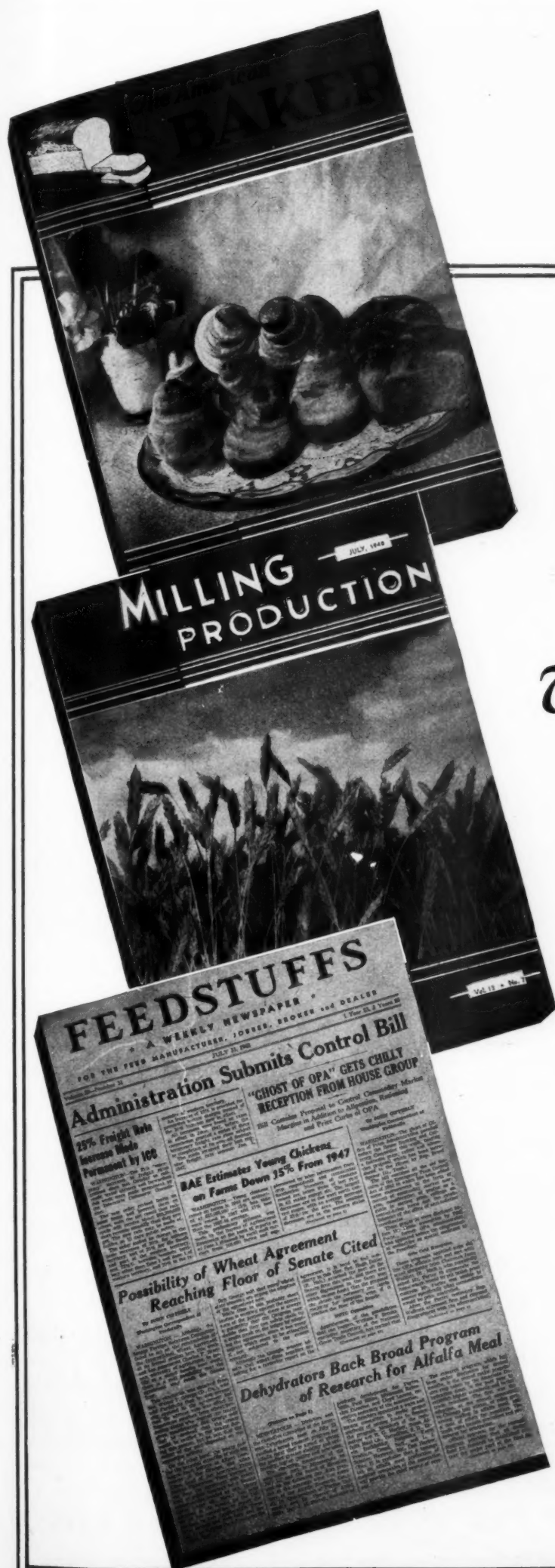
You'll find no finer short patent flour on the market than Quaker Bakers Flour—no finer flour for today's changing baking formulas—no finer flour for modern high-speed production!

Quaker Bakers Flour is milled under the high standards of The Quaker Oats Company, and constantly laboratory-checked for uniformity. What's more, you can buy this practical, unchanging-quality flour at a practical price. Get full information now. Call, write or wire...

The Quaker Oats Company

CHICAGO, U. S. A.

Mills at: Cedar Rapids, Ia.; St. Joseph, Mo.; Sherman, Texas; and Los Angeles, Calif.



The Miller Family

*The Business Paper Family Serving the Related
Fields of Flour, Feed, Grain and Baking*

THE NORTHWESTERN MILLER—published weekly—for 75 years has served the flour milling industry. It reflects and amplifies the industry's dignity and integrity. It honestly and effectively presents the industry's wares. This journal is a strong medium for profitable advertising, as evidenced by over 350 advertisers.

THE AMERICAN BAKER—published monthly—provides the baker with informative news about his industry. It gives the people who buy ingredients and equipment complete market and bakery news. An outstanding regular feature is an authoritative review of the factors influencing the flour market, nerve center for bakery profits.

MILLING PRODUCTION is a monthly technical journal for operative millers, cereal chemists and their associates. Its circulation is carefully selected to assure advertisers complete coverage among key personnel in the production departments of the flour milling industry.

FEEDSTUFFS—a weekly newspaper for the feed manufacturer, jobber, broker and dealer, gives its readers vital market information about the products they use, buy and sell. In addition to its paid circulation—largest in the field—selective controlled trade coverage provides concentration in the territory you want to reach.

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Representing
Highest Class Mills and Buyers

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Quality Flour for Every Need

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Andrew De Lisser

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FLOUR

Two Broadway New York City

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FLOUR BROKER

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Flour and Cereal

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FLOUR

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New York City

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FLOUR

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L.G. SPINDLER
QUALITY FLOUR

PRODUCE EXCHANGE NEW YORK

Buy and Sell
Through

WANT ADS

THE AMERICAN BAKER



The skilled hands of the veteran pilot guide the liner safely home in both good weather and bad. So, too, can the N-A Serviceman, with over a quarter-century of experience, help with your flour treatment program both in day-to-day operations and when you have acute problems. Again, just as the pilot uses fine equipment to do his job, so does the N-A Serviceman draw

from his stock of time-tested products—DYOX, NOVADELOX and N-RICHMENT-A—to give you a complete flour service tailored to your particular needs.

So, for maturing, color improvement or enriching, keep in mind that N-A's entire Flour Service Division is always happy to work with you and your consultants.

"Novadelox" and "N-Richment-A" Reg. U.S. Pat. Off.

WALLACE & TIERNAN COMPANY, INC., AGENTS FOR
NOVADEL-AGENE

NA-56

BELLEVILLE 9, NEW JERSEY

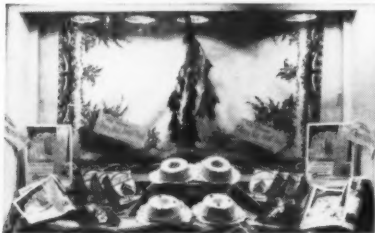


DYOX
for flour maturing

NOVADELOX
for a whiter, brighter flour

N-Richment-A
for uniform enrichment

National Ad Tie-ins Pay off for **BAKERS**



Tempting women to buy instead of bake paid dividends for this East Coast baker. His window held Cherry Nut Angel Food Cakes plus a display of name brand ingredients. Top-flight women's magazines were opened to full-page Betty Crocker advertisements for the cake. In addition, streamers and reprints, furnished free by General Mills, brought customers swarming in for the cake.



"Better looking than the ad," said customers of a Western bakery, who had seen the new Frozen Orange Juice Pies in national magazine ads. Reprints of these same General Mills' ads, mounted on walls and counters, helped the bakery sell out every one of their Frozen Orange Juice Pies the first day!

Similar reports from bakers everywhere have followed each General Mills' promotion keyed to national advertising. Free merchandising kits containing formulas, ad reprints and point of sale streamers were furnished by General Mills salesmen.



Up-up-and up—went sales of Cherry Nut Angel Food Cake at a Midwest bakery. Promoted by General Mills' national advertising, cake sales doubled each successive Saturday for 3 weeks! Credit is due to aggressive "suggestive selling" and extensive use of General Mills' tie-in merchandising materials.

★ ★ ★

For consistent and timely merchandising help the year 'round, ask your General Mills salesman.

Uniformity

100 lbs. Net

General Mills, Inc.

BAKERS FLOUR

PRODUCTS CONTROL
QUALITY AND UNIFORMITY INSURED

General Mills

YOUR GENERAL MILLS SALESMAN
DELIVERS BAKING RESULTS

